

COMPANY BRIEF

TruStage™ HEALTH INSURANCE PROGRAM: GoHealth



A credit union is only as healthy as its members. By helping your members protect their health, they can build upon their financial security. TruStage estimates that more than 8 million members have or will seek insurance through health insurance exchanges. They need a trusted source to help protect them; they look to you.

Why we selected GoHealth

GoHealth powers an industry-leading health insurance marketplace that has simplified the health insurance process from start to finish. With world-class technology and a team of licensed insurance advisors, GoHealth makes it easier and more efficient for individuals and families to shop and enroll in health insurance coverage.

Proven track-record

- Assisted more than 30 million consumers shopping for coverage
- Integration with healthcare.gov
- Relationship with over 300 health insurance carriers across the U.S.

With GoHealth, members can:

- Shop for health plans based on budget, location, and needs
- View and compare health plans online side-by-side
- Consult with licensed insurance agents nationwide
- Access the same plans available through healthcare.gov as well as additional plan options
- Apply for tax credits and if eligible, use them to lower the cost of coverage
- Find out if they are eligible to purchase a major medical health plan outside of open enrollment

Quick Facts

GoHealth™

Founded:

2001

Corporate Headquarters:

Chicago, Illinois

Licensed in 50 States

Currently appointed with carriers in 47

Parent Company is Norvax

Awards

- Inc. 500 Fastest Growing Software Companies, 2007 and 2008
- Ernst & Young 2013 'Entrepreneur of the Year' Midwest Region Winner
- Crain's Fast Fifty list of Chicago's fastest-growing companies, 2014
- TechWeek 100's list of Chicago's technology leaders, 2014

How this relationship benefits credit unions

TruStage researched how credit unions could best add health insurance to their member protection solutions as the healthcare industry evolves. Our program broadens your credit union's value by making it easy for members to get access to the health insurance coverage they need for themselves and their families.

Health protection & financial security

A credit union is only as healthy as its members. By encouraging members to take steps to protect their family's health, you can grow relationships that add to your credit union's and your members' health and longevity.

Expanding your value & building loyalty

Credit union members need a trusted source that they can count on. By offering them a solution to overcome this challenge, you strengthen that customer loyalty and expand your value.

Integrated marketing to help protect members

With an increasing variety of channels and media, the TruStage Health Insurance Program can reach your members in ways others can't. As with other TruStage products, credit unions can rely on an already created marketing program. This makes it easy for credit unions to adopt an integrated approach that not only drives message consistency, but provides more overall exposure and increased awareness.

Offer your members a trusted, easy solution to health insurance. Convenient access to TruStage Health Insurance Program builds credit union member loyalty with CUNA Mutual Group and GoHealth. For details about CUNA Mutual Group, visit www.cunamutual.com/health. To learn more about GoHealth, visit www.gohealthinsurance.com.

“GoHealth positively impacts the way families get their health insurance by simplifying the process.”

Brandon Cruz,
President of GoHealth

“Our members and credit unions deserve an easy, trusted solution for health insurance coverage. With GoHealth, we're helping members protect their families' health.”

Corrin Maier,
Director, MemberCONNECT

CUNA Mutual Group is a leading provider of financial services to credit unions, their members, and valued customers worldwide. With more than 75 years of market commitment, CUNA Mutual Group's vision is unwavering: to be a trusted business partner who delivers service excellence with customer-focused, best-in-class products and market-driven innovation.

Visit www.cunamutual.com or call 800.356.2644 for more information.



P.O. Box 391
5910 Mineral Point Road
Madison, WI 53701-0391
800.356.2644
www.cunamutual.com

The TruStage™ Health Insurance Program is made available through TruStage Insurance Agency, LLC and GoHealth LLC. GoHealth LLC is licensed to sell nationwide and operates in all states with the exception of Massachusetts, Hawaii, Vermont and Rhode Island.

CUNA Mutual Group Proprietary and Confidential. Further Reproduction, Adaptation or Distribution Prohibited.
TSH-970595.1-0714-0816 © CUNA Mutual Group, 2012 All Rights Reserved.