

# 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. Your members need a trusted source to help protect them; let them 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<sup>1</sup>
- 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

### Parent Company is Norvax

## Awards

- Deloitte's Technology Fast 500™ list of North America's fastest growing companies, 2014
- Crain's Fast Fifty list of Chicago's fastest-growing companies, 2014
- TechWeek 100's list of Chicago's technology leaders, 2014
- Ernst & Young 2013 'Entrepreneur of the Year' Midwest Region Winner

## 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](http://www.cunamutual.com/health). To learn more about GoHealth, visit [www.gohealthinsurance.com](http://www.gohealthinsurance.com).

<sup>1</sup>GoHealth Data, 2001-2015

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“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,  
VP, Partner Management  
CUNA Mutual Group

CUNA Mutual Group was founded in 1935 by credit union pioneers, and our commitment to their vision continues today. We offer insurance and protection for credit unions, employees and members; lending solutions and marketing programs; TruStage® branded consumer insurance products; and investment and retirement services to help our customers succeed.

Visit [www.cunamutual.com](http://www.cunamutual.com) or call 800.356.2644 for more information.

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