

# HealthCare.com Launches New Partnership Platform for Health Insurance Carriers

*Technology Platform Gives Consumers First of Kind Opportunity to Connect with Health Insurance Companies Directly*

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[HealthCare.com](http://HealthCare.com) announced today its Featured Partner platform, a placement program for health insurers looking to grow their online presence in the quickly expanding individual consumer market.

HealthCare.com is the nation's leading health insurance search engine and comparison tool, and offers consumers the ability to enroll in marketplace insurance plans or private, off-exchange health insurance plans. The new Featured Partner platform uses a first-of-its-kind technology that allows participating health insurance carriers to prominently highlight their plans on the HealthCare.com quoting engine, and



**HealthCare.com**<sup>™</sup>  
Healthcare Made Simple

offer multiple options to help consumers purchase healthcare online or with a representative.

“With our Featured Partner platform, insurance carriers can reach consumers at the exact moment they are most interested in buying coverage. It gives consumers a simplified shopping solution to compare plans and pricing, and lets them choose how they want to buy - via an agent, through the company’s telephonic customer service team, with a pre-filled email application, or directly through the carrier’s web-based enrollment process,” said Jeff Smedsrud, CEO of HealthCare.com. “We expect strong interest in this new program from carriers because it lets them connect with customers and feature selected health plans.”

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*Jeff Smedsrud, CEO of  
HealthCare.com*

Healthcare.com services are free to consumers. It receives income from carriers, insurance agents and web-based

entities who use its services to connect buyers of health insurance to licensed enrollers.

HealthCare.com is founded and led by an entrepreneurial team of former health insurance executives,

online advertising veterans, web engineers and product designers. It has received a total of \$9.3 million in Series A funding, led by current and former executives of The Priceline Group.

For more information about Featured Partner, contact [sales@healthcare.com](mailto:sales@healthcare.com) or 786-350-3967.

#### About HealthCare.com

HealthCare.com has been a longtime provider of online healthcare-related service since the company's founding back in 2006. Privately-owned HealthCare.com is the nation's leading unbiased search and comparison engine for personal healthcare. The website features virtually all of the state-based exchange plans, federal exchange plans and many private, off-exchange plans. Using powerful proprietary technology and tools, HealthCare.com continues to grow its technology, interfaces and services to help consumers compare health insurance costs and subsidies for free, and enable them to purchase their insurance online, over the phone with a licensed advisor, or in person with an expert, local agent. HealthCare.com's goal is to help consumers easily research information and compare health insurance quotes from insurance carriers using interactive tools and an intuitive interface. The company's website offers trusted

recommendations and a comparison shopping experience to simplify decision-making, allowing consumers to find the right health insurance plan that fits their lifestyle. It also offers online calculators and shopping tools to make buying easier and more efficient. With more than one million visitors each month, HealthCare.com partners, and integrates with industry-leading health insurance companies to help consumers enroll into plans. HealthCare.com is headquartered in New York, with the sales team located in Miami.

For more information, visit [www.healthcare.com](http://www.healthcare.com).  
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