

LIFEHELP ANNOUNCES PRIVATE HEALTH INSURANCE EXCHANGE FOR CREDIT UNION MEMBERS IN PARTNERSHIP WITH AHiX

REDDING, CA – July 22, 2015 – LifeHelp has partnered with American Health insurance eXchange (AHiX) to offer a private online health insurance exchange to credit union members nationwide. “While our product focus has historically been on life insurance, our clients and business partners have been asking us for a health insurance solution. Now, through our partnership with AHiX, our credit union clients have access to a turn-key program that fulfills an essential member need and gives members one more reason to look to their credit union for solutions to all of their financial needs.” said Ryan Cuenca, President and CEO of LifeHelp.

By visiting www.cumemberhealthplans.com, members can easily:

- Access educational content explaining the different types of coverage available and the advantages and disadvantages of each.
- Compare health plans from top-rated carriers.
- Check eligibility for federal subsidies.
- Purchase coverage from the comfort of home. For those who want more personalized assistance, licensed Exchange Specialists are available by email and telephone.

Open enrollment starts November 1, 2015 and ends January 31, 2016, but coverage is available year-round for those members who experience a qualifying life event such as marriage, divorce, having or adopting a child, or loss of their employer-sponsored health insurance.

AHiX offers significant advantages over public exchanges such as healthcare.gov. Todd Page, Senior Vice President of AHiX, had this to say: “The public exchanges are only one world of today’s healthcare choices meaning consumers don’t see all the options available to them. AHiX offers all the plans the government website offers plus additional plans you will not see on the .gov site. Our trained and licensed agents can guide you through this process for no additional fees unlike the government employed navigators who are only allowed to help you with paperwork.”

Although the Affordable Care Act was passed in 2010, many Americans still remain unfamiliar with some of its key provisions. “According to recent polls, many Americans still don’t realize they will be subject to a tax penalty if they do not purchase health insurance. Moreover, some don’t understand that health insurance is now guaranteed issue and that the government may help them pay some of the premium. All in all, there is a lot of confusion about what this law means and credit unions, given the high degree of trust their members place in them, are in a unique position to educate their members and give them the means to purchase health insurance.” said Mike Lemon, LifeHelp’s Director of Client Relations.

Credit unions can offer AHiX to their members at no cost and with very little time and effort to install and manage. For more information, contact Mike Lemon, Director of Client Relations for LifeHelp, at (530) 226-2682, or mlemon@lifehelp.com.

About LifeHelp

LifeHelp has been providing insurance to credit union members since 1972, and has evolved into a nationwide marketer and third party administrator of credit union, association, and employer-sponsored insurance programs for major insurance companies.

About AHiX

AHiX, a division of JLBG Health has been in business for over 45 years and currently is the largest provider of private labeled health insurance exchanges for associations, franchise groups, and trade groups in the US. Current AHiX clients include members of: The American Bar Association (ABA), The American Medical Association (AMA), The American Dental Association (ADA), as well as the National Federation of Independent Business (NFIB). AHiX has enrolled thousands of people in ACA plans since its inception.

For more information, contact:

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