



## News Release

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### **ACA Enrollment Traffic To HealthSherpa.com Doubles After New Agreement With Federal Government**

*Six of 13 government-approved Direct Enrollment Proxy launch partners use HealthSherpa*

**SACRAMENTO, Calif.** (November 2, 2017) – HealthSherpa.com, the premier health insurance enrollment company, today announced a 200 percent increase in the number of enrollments submitted from the first day of Open Enrollment 2016 to 2017.

A primary factor in the increase is the speed and simplicity of the new Direct Enrollment Proxy technology recently approved by the Centers for Medicare and Medicaid Studies (CMS), the division of the federal Department of Health and Human Services (HHS) that operates Healthcare.gov.

Under Direct Enrollment Proxy (DEP), approved companies can accept a full Healthcare.gov health insurance application entirely on their website, similar to how TurboTax® handles tax returns for consumers. This new approach makes it faster and easier for consumers to sign up, and makes it possible for technology companies to ‘build the last mile’ connecting eligible populations including part-time employees, freelancers and early retirees to Marketplace coverage.

“We are grateful to our partners at CMS for their leadership in creating this revolutionary new enrollment pathway that maximizes enrollment and access to the best possible coverage while protecting vulnerable populations,” said George Kalogeropoulos, founder and CEO of HealthSherpa.

HealthSherpa invented Single Site, the predecessor technology to DEP in January 2014. Of the 13 entities approved to use the DEP technology by the federal government at launch yesterday, six are powered by HealthSherpa.

The spike in enrollment traffic has been reflected in incremental call volumes to HealthSherpa’s Sacramento-based Consumer Advocate Center. “The phones have been ringing off the hook with people asking how to get enrolled,” said Alysia Angel, HealthSherpa’s director of consumer advocates. “We’re thrilled to have this opportunity to help so many people get good health coverage.”

**About HealthSherpa**

[HealthSherpa](#) is the best way to get individual health coverage, with experience in enrolling over 900,000 people. HealthSherpa partners with large employers, insurers, as well as insurance agencies and agents to support consumers searching for, enrolling in, and utilizing high quality, affordable health insurance coverage. Backed by leading investors, including Core Innovation Capital and Mitch Kapor (founder and CEO of Lotus, Kapor Center for Social Impact), HealthSherpa's mission is to help every American feel the comfort and security of having health coverage. The company delivers innovation, technology, and customer service by real people to make coverage easier to understand, faster to sign up for, and simpler to use. Learn more at [www.HealthSherpa.com](http://www.HealthSherpa.com).