

<http://www.forbes.com/sites/rickungar/2013/06/01/the-dull-knives-come-out-as-anti-obamacare-forces-falsely-attack-california-healthcare-exchange-prices/2/>

Reply by eHealth, Inc. Vice President for Communications, Brian Mast:

Request to post response to Mr. Ungar's posting of June 1, 2013:

It is unfortunate that eHealth finds itself in a debate between two Forbes reporters - neither one of whom took the time to call the company to get their facts straight.

First, as to Mr. Ungar's references to unhappy consumers who used eHealth to obtain a health insurance policy, he shows that he misunderstands what eHealth is and does - and does not do. Even if the complaints he cites from one website are atypical - and data from consumers, Better Business Bureau, state insurance commissioner offices suggests they are - the fact is all these complaints pertain to the conduct of the insurance companies that list their policies on eHealth and have enrolled these individuals in their plans. For example, eHealth has nothing to do with charging credit cards or with premium payment or refund policies - these are between the health insurance issuers and the consumer applicants. All eHealth does is serve as a website marketplace. And we pride ourselves on the high ratings consumers give us for transparency and consumer-friendly tools allowing consumers to be fully informed about policy and coverage choices in lay-person language as easy as a touch to the screen or a click of a mouse.

Having said that, we take all consumer concerns and complaints seriously. We have over 150 licensed professionals available via phone, or 24/7 via online, ready to assist those using our website if they encounter problems.

Second, had Mr. Ungar bothered to take the time to get the facts and call us, he might have found the following facts worth reporting:

* Our company is over 15 years old, licensed and regulated in all 50 states, and is not an insurance company - we are simply a marketplace for high quality health insurance products from companies like Kaiser, Aetna, Blue Cross and Blue Shield Association plans and many more well-known brand names.

* At eHealthInsurance consumers have had access and choices online long before the idea of government health insurance exchanges - in fact we are an example of how effective an exchange can be.

* More importantly we have been supporters of the Affordable Care Act long before it became legislation. We have always embraced the concepts of guaranteed issue of health insurance for all, and subsidies to help achieve 100% health coverage for all citizens in our country.

* We support and applaud the work and progress being made by Covered California, which is helping to create a new market of individual health insurance products in the state. Any assumption that eHealthInsurance representatives are the source of any information which disparages or creates doubt about the ACA or Covered California or any other state exchange or marketplace website is wrong.

* It should also be noted that eHealthInsurance has enrolled over 3.5 million Americans into quality coverage, and more importantly close to 40% were previously uninsured before coming to our website. We are proud of our record and the unique access we provide to consumers.

We would welcome both Forbes reporters to visit with eHealth officials so they can get the word out that we are a consumer-friendly website dedicated to making the Affordable Care Act a success - and stand ready to help state Exchanges and the Federally-Facilitated Marketplace enroll 100% of tax-subsidy eligible individuals and all the uninsured with adequate and secure health care insurance accessible to all Americans.

Thank you,
Brian Mast
Vice President, Communications, eHealth