



NEWS RELEASE

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CoOpportunity Health Introduces First Members in Nebraska

(DES MOINES, Iowa) Oct. 31, 2013 — By all appearances, the Winter family of Lincoln, Neb., is “all-American.” And that includes the trials and tribulations they’ve had over the years to find and keep quality health insurance.

Thanks to the Affordable Care Act the Winters are starting a new health insurance chapter, and have chosen to take the first step with Nebraska’s newest health insurance company, CoOpportunity Health. In fact, they are CoOpportunity Health’s first Nebraska enrollees.

“We are tickled pink — pun intended — to welcome our first Nebraska CO-OP members *and* our first family: David, Amber, Aubrey and Riley Winter,” said CoOpportunity Health CEO David Lyons. “Their health insurance story will be familiar to many Nebraskans.”

David, 34, is a third generation dry cleaner, an owner/operator of Williams Cleaners, following in the footsteps of his grandfather and father. Amber, 31, also works as the office manager at Williams Cleaners. When it came to having health insurance, like many young Americans, Amber and David transitioned from their parents’ health insurance, to health insurance offered through their college, to insurance offered by their employer, to purchasing individual insurance for their family. But, also like many Americans, they watched over the last three years as their deductibles increased. Struggling to keep costs in line, they reluctantly chose to decrease their benefits.

“We felt compelled to shop around due to increasing rates and coverage decline,” said Amber Winter. “Our insurance agent was the first one to suggest we check out CoOpportunity Health.”

After using the CoOpportunity Health website to walk through the online application process with “ease,” and speaking a little more with their agent, the Winter family decided to choose different.

“The coverage options were great. I was especially excited to see the ‘three for free’ benefit, which I know will save us money. Not only are the costs in line with our budget, but the coverage is exactly what we wanted in a health care plan: the network is broad and allows us to keep our existing doctors and hospitals of choice,” Winter said.



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“Three for free,” a benefit offered in many CoOpportunity Health plans, literally means each member covered by the plan can go to the doctor — whether it’s a primary care professional, a specialist, or a visit for out-patient behavioral health services — for free; no out-of-pocket costs.

The Winter family is now a proud owner of a CoOpportunity Premier Gold Plan.

“The Gold Plan gives us peace of mind,” said Winter. “With children, never knowing what the future may hold, we are assured our healthcare will be affordable and available.”

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About CoOpportunity Health — CoOpportunity Health is the country’s only multistate Consumer Operated and Oriented Plan (CO-OP), a nonprofit health insurer licensed in Nebraska and Iowa. It offers Qualified Health Plans certified by these states and the federal Centers for Medicare and Medicaid Services to individuals, families, and employers on the Health Insurance Marketplace and in the private, commercial market. For more information, visit coOpportunityhealth.com or call 1-866-271-6111.

Editor’s Note — A high-resolution photograph of the Winter family is available from <http://bit.ly/WinterFamPic1>. To arrange an interview with the Winters, contact Leigh McGivern at leigh.mcgivern@coOpportunityhealth.com or (515) 770-7061.