



**New choice for Ohioans on the Health Insurance Marketplace this November -- InHealth Mutual**  
*Ohio's only Consumer Operated and Oriented Plan (CO-OP)*

**Columbus, OH, November 4, 2014** – When health insurance enrollment begins November 15, 2014, Ohioans will have a new option in health care coverage from a refreshingly different kind of health insurance company – one that is a nonprofit, consumer operated and oriented plan built for members by members, InHealth Mutual.

Injecting access, innovation and competition into the system, InHealth Mutual offers a variety of fairly and competitively priced plans, one of the largest statewide provider networks (over 300 hospitals, 25,000 physicians, 5,000+ ancillary providers, 11,000 non physician providers such as psychologists, nurse practitioners and chiropractors across all 88 counties); straightforward, helpful customer service; and the InHealth Cares wellness program. As a nonprofit Consumer Operated and Oriented Plan, InHealth is built for members by members, which means members have a voice. In fact, by the end of 2015, more than half of its governing board of directors will consist of members. Further, any profits go back into enhancing benefits and lowering premiums.

“We have been diligently preparing for this moment since our inception—travelling across Ohio, inside communities, listening to what consumers want and need in health care coverage. We are thrilled that when Ohio’s Marketplace (Exchange) opens for enrollment, for the first time, consumers will find a nonprofit CO-OP. InHealth will be a really competitive, attractive choice,” said Jesse Thomas, CEO, InHealth Mutual. “In 2014, we provided many of our fellow Ohioans with quality, affordable health insurance coverage that gave them access to the care they needed and we are looking forward to serving many more in our Marketplace debut.”

CO-OPs were established by the Affordable Care Act (Section 1322) to foster the creation of consumer-governed nonprofit health plans. There are 23 CO-OPs nationwide. According to the National Alliance of State Health CO-OPs, in 2014, at the close of open enrollment, collectively CO-OPs signed up over 400,000 members. States with a CO-OP had premium rates that were, on average, about 9% lower than states without. Further, CO-OPs offered the most products among all new insurance companies in the Marketplaces. And, they offered 37% of the lowest priced plans in the states in which they operated. Moreover, CO-OPs were the most likely of all insurers to have plans within 10% of the lowest-priced option. InHealth Mutual is Ohio’s only CO-OP with a mission to provide quality, affordable health insurance that is responsive to the needs and wants of all Ohioans. Consumers interested in learning more about InHealth Mutual can visit [www.inhealthohio.org](http://www.inhealthohio.org).

**About InHealth Mutual**

InHealth Mutual is a nonprofit insurer – a consumer operated and oriented plan (CO-OP) – built for members by members to provide quality, affordable health insurance that is responsive to the needs and wants of all Ohioans. It is different from the traditional insurers given its nonprofit status and focus on individuals and small businesses which will manifest in a governing board of directors that includes members (policy holders) by the end of 2015. In addition, profits will be used to lower the cost of care, enhance benefits or decrease premiums. Being accountable to members versus stockholders is a paradigm shift InHealth believes will result in better health insurance for the people it covers. In 2014, InHealth offered insurance products to individuals, small businesses and groups through brokers and private exchanges. For plan year 2015, InHealth is expanding to also offer insurance products on the Health Insurance Marketplace (Exchange). **InHealth Mutual is a trade name of Coordinated Health Mutual.** For more information, visit [www.inhealthohio.org](http://www.inhealthohio.org).

-END-

**Media Contacts:**

Michelle Moore

Involve

[mmoore@getinvolve.com](mailto:mmoore@getinvolve.com)

Mobile: 614-633-8124

Amy Wells,

InHealth Mutual

[awells@inhealthohio.org](mailto:awells@inhealthohio.org)

Mobile: 614-203-7002

.