

## **InHealth Mutual and Nationwide Employee Benefits launch a co-branded marketing campaign to offer health and ancillary insurance coverage to small businesses**

**Columbus, Ohio, January 26, 2015** –Ohio's only health insurance CO-OP, InHealth Mutual is partnering with Nationwide on a cross-sell marketing campaign to provide small businesses a complete employee benefits package.

Small business owners can now obtain a quote online or through a broker for Nationwide's ancillary product suite alongside InHealth's medical insurance programs.

Together, Nationwide and InHealth can offer a more robust solution; one-stop insurance shopping that takes the hassle out of creating employee benefits packages for small business owners seeking to be competitive in the marketplace. Cross selling the InHealth medical component with Nationwide's employee benefits product suite gives business owners a full range of vision, dental, disability, life and medical insurance options.

The hallmarks of Nationwide's employee benefits program are its customizable packages that can be designed to fit the specific needs of each employer, and the simple quoting process through licensed agents or online at [nationwidebenefits.com](http://nationwidebenefits.com).

"As Ohio's only health insurance CO-OP, it makes mission-sense for us to partner with Nationwide," said Jesse Thomas, CEO, InHealth Mutual. "Just like us, Nationwide was founded as a mutual company invested in communities and putting members first. Our shared values and vision make for a partnership with tremendous synergy and we look forward to serving Ohio's small businesses together."

"By combining the legacy, brand strength and capacity of Nationwide with the innovation, versatility and early successes of InHealth, small business owners in Ohio can be confident that their needs will be met, and their voices will be heard," said Steve Lundregan former senior executive with Nationwide and member, board of directors, InHealth Mutual.

**About Nationwide:** Nationwide, a Fortune 100 company based in Columbus, Ohio, is one of the largest and strongest diversified insurance and financial services organizations in the U.S. and is rated A+ by both A.M. Best and Standard & Poor's. The company provides a full range of insurance and financial services, including auto, commercial, homeowners and life insurance; public and private sector retirement plans, annuities and mutual funds; banking and mortgages; specialty health; pet, motorcycle, boat and farm insurance. For more information, visit [www.nationwide.com](http://www.nationwide.com).

Nationwide, Nationwide is on your side, Join the Nation and the Nationwide N and Eagle are service marks of Nationwide Mutual Insurance Company.

### **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).

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