



**For Immediate Release:**

**December 10, 2013**

Laurette Healey  
California Association of Health Underwriters  
[healeylaurette@gmail.com](mailto:healeylaurette@gmail.com) / (310) 968-7887

**Covered California Draws Upon Expertise of Certified Agents to Enroll Consumers**

*Certified agents are highly trained and can provide detailed assistance with difficult questions*

**Sacramento** – By all accounts consumers are in the home stretch of the legal deadline to enroll in individual health insurance. Covered California is rounding all the bases to reach out to Californians by tapping into the expertise of certified, licensed agents who are trained to answer difficult questions.

Sam Smith, President of California Association of Health Underwriters, well understands the need for certified and licensed agent assistance. “There is no question that licensed and certified agents are a trusted resource that can help consumers find the best plan for their needs. Agents must successfully complete advanced training specific to Covered California to become Exchange certified, and are licensed by the state to work with consumers seeking health insurance. We hope consumers understand it will not cost more to utilize the expertise of an agent. Their premium will be the same and most people could really use our help.”

Smith was initially surprised to learn that some consumers that were referred to certified agents by Covered California had not specifically requested assistance. “We learned that some consumers had initially registered online but abandoned the process before finalizing their applications, perhaps due to some difficulties in choosing the right plan. Covered California has the obligation to do everything possible to ensure that consumers are getting the coverage they need, and have reached out to licensed and certified agents in these cases. We are ready, willing and able to be of service in any way we possibly can.”

There are more than 30,000 health insurance agents in California. To find a certified and state licensed agent who is a member of California Association of Health Underwriters go to [CAHU.org](http://CAHU.org), click the Consumers link, and click the “Find an Agent” tab under the drop down menu.

For more information contact: Susan Peters, Executive Director, California Association of Health Underwriters at 800/322-5934 or [info@cahu.org](mailto:info@cahu.org)

