



HEALTH REPUBLIC

INSURANCE OF NEW YORK

For Immediate Release

November 11, 2014

Contact

Tara Schuh, Director of Media Relations

Phone: 646.759.8648

Email: TSchuh@NewYork.HealthRepublic.US

**Health Republic Insurance of New York Launches New State-Wide “Real Savings”
Advertising Campaign
*Sharing Small Group Member Savings Stories***

New York, NY – Health Republic Insurance of New York, Corp. (Health Republic) today launches its “Real Savings” advertising campaign to highlight the compelling stories from small group members and the savings they experienced by enrolling with the health plan. The campaign, entitled “Real Savings”, serves to highlight the dramatic savings New York small businesses may receive by enrolling with Health Republic.

The “Real Savings” campaign features real Health Republic small group members from around New York State. Small-business owners – from organic food companies to technology start-ups – share the actual savings that were a result of them selecting Health Republic as their health insurance plan. Richard Romanoff from Nebraskaland, a meat distributor, saved \$156,000 for his 43 employees; Noha Waibsnider from Peeled Snacks, an organic snack company, saved more than \$7,500 for her five employees on the plan; and Dean Wiech from Tools4Ever, a tech company, saved nearly \$65,000 for 14 employees.

“We felt the “Real Savings” story of Health Republic was important to share,” said Debra Friedman, President and CEO of Health Republic Insurance of New York. “As a not-for-profit, Health Republic works to change what is possible in obtaining healthcare, and provide unique solutions for individuals and small businesses who previously had been unable to find access to affordable, high-quality healthcare.”

Now, in its second year, Health Republic wanted to create a campaign focused around its mission as a not-for-profit health plan that works to ensure affordability, high-quality

healthcare and wellness initiatives that are passed on to its members. Last year, nearly 150,000 New Yorkers recognized the value proposition offered by Health Republic and enrolled with the plan, which the “Real Savings” campaign brings to life with real-world examples. The multi-channel advertising campaign will have digital, broadcast (television and radio), print, outdoor and social components. It will run throughout Open Enrollment, and will be featured in major markets throughout the State.

In 2015, Health Republic will launch two new products. *TotalFreedom* is a plan that is tailored to the needs of small groups and offers members the flexibility to go out-of-network. The other new plan, *TotalIndependence*, is in response to individuals wanting a simplified plan that offers low premiums and higher deductibles.

Open Enrollment for 2015 coverage is from November 15, 2014 to February 15, 2015. This enrollment period will be an opportunity for more people throughout the State to enroll with Health Republic. The plan is extending its offerings to 11 new counties; mainly in Western and Central New York. New counties include Cattarugus, Allegany, Wyoming, Genesee, Livingston, Yates, Seneca, Wayne, Cayuga, Oswego, and Oneida.

No members were paid for their testimonials.

[Health Republic Insurance of New York](#) is a true not-for-profit organization and New York’s only Consumer Operated and Oriented Plan (CO-OP). CO-OPs are private, member-governed health insurance companies created across the country as part of the Affordable Care Act’s effort to increase competition in the healthcare market. Health Republic Insurance of New York is the largest of the 23 CO-OPs nationally and has the largest health market share on the New York State of Health Marketplace.