



## **Blue Cross, Freeway Insurance Team to Ease Enrollment Process for Latino Residents**

*30 Retail Locations will provide Californians with personalized assistance during open enrollment and help alleviate the shortage of bilingual brokers*

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WOODLAND HILLS, Calif.--(BUSINESS WIRE)--With 28 percent of the California's Latinos still uninsured, Anthem Blue Cross announced a partnership with Freeway Insurance that will expand access to bilingual enrollment experts across the state and help address the unmet demand for bilingual brokers in many local communities.

**“Anthem Blue Cross has a rich heritage of community service, and we look forward to a long-term partnership with them to continue this enduring legacy.”**

Last year's open enrollment period demonstrated that for many Latino consumers, the ability to speak with someone face-to-face and review their unique health insurance needs not only facilitated the enrollment process but improved their likelihood of selecting a plan and completing the enrollment.

The new partnership will provide residents with access to licensed bilingual enrollment agents and health educators at 30 Freeway Insurance locations throughout the state where they will have access to personalized assistance in Spanish. Educational materials about the Affordable Care Act will also be available at more than 150 locations Freeway Insurance locations throughout northern and southern California.

When consumers visit the retail location they will have an opportunity review their health insurance needs, determine if they qualify for a subsidy, review all health plan options available to them and select and apply for a health plan. Many locations are open into the evening and on Saturdays, providing consumers with more options and flexibility to help them enroll.

“We're very excited to team with Freeway Insurance and our other brokers in the state to offer Latinos in the state with access to personalized enrollment assistance in the communities where they live and work,” said Mark Morgan, president of Anthem Blue Cross. “We know that having access to bilingual agents who can help facilitate the enrollment process for members of our Latino community is very important. This partnership will provide Californians the peace of mind of knowing they can review their unique personal health needs with bilingual enrollment experts and make an informed decision that will meet their needs.”

“As an involved member in the communities we serve, especially among the Hispanic population, we realized there is an essential need to connect our customers to vital health care services. We're excited to expand our product offerings and bridge the gap to make affordable health care available to all,” said Valeria Rico, Chief Executive Officer of Confie Seguros, parent company of Freeway Insurance. “Anthem Blue Cross has a rich heritage of community service, and we look forward to a long-term partnership with them to continue this enduring legacy.”

To help complete the enrollment process individuals should bring their social security card, residency identification and their most recent W-2 form. Additionally, consumers will be able to find educational materials about the Affordable Care Act at more than 150 Freeway Insurance locations. For more information on where to find a Freeway Insurance location please call 1-800-777-5620 or visit [www.freewayinsurance.com](http://www.freewayinsurance.com).

#### **About Anthem Blue Cross:**

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#### **About Freeway Insurance**

Freeway Insurance Services, Inc., part of the Confie Seguros family of companies, is a leading California-based insurance brokerage firm. The experienced Confie Seguros management team continues to build Confie Seguros' portfolio of regional personal lines brokerages, and today has annual revenue of approximately \$350 million and over 560 retail locations. The company has leading market positions in California, Arizona, Texas, Florida, Washington, Oregon, New York, New Jersey, Nevada, Illinois, Alabama, Kansas, Wisconsin, South Carolina, Missouri, Louisiana, and Indiana and expects to continue its expansion in those and other states. More information about Freeway Insurance is available at [www.freewayinsurance.com](http://www.freewayinsurance.com).

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