

Welcome

to Friday Health Plans

COLORADO



friday[®]
health plans

Friday Health Plans is purpose-built specifically for people and who buy their own health insurance. The company focuses on overall simplicity to offer affordable health plans with benefits that help members stay healthy and cover them if they get sick or hurt. Operational efficiency, top-notch customer service, and smart technology are core to Friday's consumer-centric approach. The company is headquartered in Denver, with its core operations and customer service centers in Alamosa and Pueblo, Colorado.



Health Insurance Plans

Friday Health Plans' products are designed with simplicity and affordability in mind for people who buy their own health insurance. Plans are offered in bronze, silver, gold and catastrophic categories. They include benefits that many customers use the most, such as unlimited \$0 primary care visits, \$0 mental health counseling visits, and \$0 virtual doctor visits with Teladoc — all before deductible.

All products are compliant with the Affordable Care Act and are regulated by individual states' divisions of insurance. Plans are offered on and off the health insurance marketplace, through licensed brokers, and through the Friday Health Plans website.



Company Background

Friday Health Plans was started in 2015 by Sal Gentile and David Pinkert, two health insurance technology industry veterans. After the passage of the Affordable Care Act, the pair wanted to start a simpler, friendlier health insurance company, better designed for individuals choosing their own health plan.

Friday Health Plans currently serves more than 375,000 members across Colorado, Georgia, Nevada, North Carolina, Oklahoma and Texas.

We Believe in Brokers

Brokers love working with Friday Health Plans because of the reliability, speed and personal responsibility of our broker relations team.

We believe strongly in the broker sales channel, and invest in broker support, compensation, bonus programs and opportunities to collaborate.



Work with Friday Health Plans

Learn more about Friday Health Plans and getting appointed in Colorado.

website | fridayhealthplans.com



LICENSED IN COLORADO FOR 2023 PLAN YEAR

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