

Bloom Acquires Focused Health to Expand Member-Services Delivery Model

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BLOOMINGTON, Ind.--(BUSINESS WIRE)--Bloom, a leading Medicare and ACA enrollment, engagement, and technology provider, announced today that it has acquired Focused Health, a health insurance distribution agency. The acquisition will expand Bloom's service offerings to support members and carriers throughout the insurance purchasing experience and beyond.

"With the acquisition, we are not only expanding our offerings but also reinforcing our commitment to helping beneficiaries thrive."

Bloom is reshaping how government-sponsored health plans and their stakeholders approach enrollment and pre-effective engagement. The company's telesales, quote and enroll, and Health Activations services help Medicare health plans bolster growth and foster member relationships that last. With Focused Health, Bloom now offers a more comprehensive suite of enrollment and post-enrollment services for health plans, with the ultimate goal of improving the member experience during enrollment and throughout their health care journey.

"The acquisition of Focused Health marks a significant milestone, enabling us to offer an even larger array of solutions for health plans and their members," said Sherman Rogers, CEO and Founder of Bloom. "With the acquisition, we are not only expanding our offerings but also reinforcing our commitment to helping beneficiaries thrive."

Focused Health's approach goes beyond member acquisition to include member onboarding, retention and customer service activities. The acquisition positions both companies to make substantial improvements in key areas for health plans, including care gap closure, quality metrics, appropriate plan utilization and member satisfaction, and CMS health equity measures prioritized under the Health Equity Index.

The acquisition also strengthens leadership experience across critical areas. Focused Health Co-Founder Larry Cassar will continue to lead the Focused Health business as President. Focused Health Co-Founder Shawn Holt will become Bloom's Chief Revenue Officer. The Focused Health division will report to Holt in his newly expanded role.

"We are excited for this next chapter at Focused Health and thrilled to join forces with Sherman and the Bloom team," said Shawn Holt, Chief Revenue Officer at Bloom. "Together, we will leverage our combined expertise and resources to further our shared

mission of transforming the health plan shopping, enrollment, and engagement experience.”

“Bloom has consistently demonstrated an exceptional ability to drive high-quality enrollments and foster long-term customer loyalty for nearly two decades,” said Annie Lamont, Co-Founder and Managing Partner at Oak HC/FT. “With the acquisition of Focused Health, Bloom is even better equipped to meet the industry’s evolving needs and remain at the forefront of delivering innovative, impactful solutions for years to come.”

About Bloom

Bloom partners with health plans to deliver High Value Enrollment for people with Medicare. Supported by its Ascend technology platform, Bloom produces closer connections and better outcomes for Medicare beneficiaries and health plan stakeholders. To learn more, visit www.BloomThrives.com.

About Focused Health

Focused Health™ is a health insurance distribution agency driven by a mission to make their clients’ lives better. The company is ‘focused’ on Medicare Advantage and the Affordable Care Act (Health Insurance Exchange) and offers ancillary benefit solutions. To learn more, visit www.atfocusedhealth.com.

Contacts

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