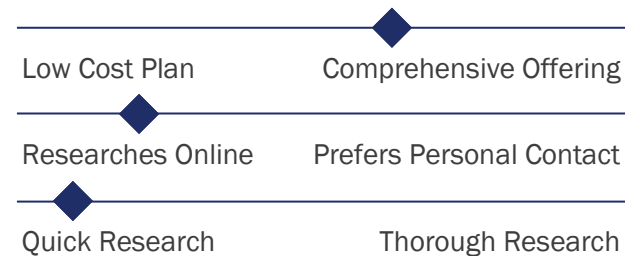


Meet Amanda



Amanda is a freelance graphic designer with two kids. Her husband Mike recently lost his job, and their health insurance is about to run out. Amanda needs to find a plan that will protect her kids and ease her mind. She's never shopped for health insurance before, and finds the thought of it overwhelming.

They don't have a lot of money but it's very important that she has the right healthcare for her kids, especially Jacob, who suffers from asthma.



"We had a plan a few years ago that didn't cover Jacob's inhaler. It was terrible that my insurance company didn't think it was important. Of course we paid for it. But I hate having to make these kinds of choices about my kids' health."

"When I shop for auto insurance it's really easy. I put in my information and up pops three quotes. But choosing health insurance is a job—and one I don't enjoy!"

Create your own Customer Experience Journey Map



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Selecting a Health Insurance Plan Journey with Coolsure Health Insurance

