

OMB APPROVAL	
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Kosloske Michael W</u>  (Last) (First) (Middle) 15438 N. FLORIDA AVENUE, SUITE 201  (Street) TAMPA FL 33613  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Health Insurance Innovations, Inc. [ HIQ ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner  <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) CEO and Director
	3. Date of Earliest Transaction (Month/Day/Year) 03/08/2013	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
					(A)	(D)	Date Exercisable	Expiration Date						Title
Class B Common Stock	(2)	03/08/2013		S		100,000	(2)	(3)	Class A Common Stock	0	\$14 <sup>(1)</sup>	8,566,667	I <sup>(2)(3)</sup>	See footnotes <sup>(2)(3)</sup>

1. Name and Address of Reporting Person\*  
Kosloske Michael W  
 (Last) (First) (Middle)  
 15438 N. FLORIDA AVENUE, SUITE 201  
 (Street)  
 TAMPA FL 33613  
 (City) (State) (Zip)

1. Name and Address of Reporting Person\*  
Kosloske Lori  
 (Last) (First) (Middle)  
 15438 N. FLORIDA AVENUE, SUITE 201  
 (Street)  
 TAMPA FL 33613  
 (City) (State) (Zip)

1. Name and Address of Reporting Person\*

[Health Plan Intermediaires, LLC](#)

(Last) (First) (Middle)

15438 N. FLORIDA AVENUE, SUITE 201

(Street)

TAMPA FL 33613

(City) (State) (Zip)

1. Name and Address of Reporting Person\*

[Health Plan Intermediaries Sub, LLC](#)

(Last) (First) (Middle)

15438 N. FLORIDA AVENUE, SUITE 201

(Street)

TAMPA FL 33613

(City) (State) (Zip)

**Explanation of Responses:**

1. The reported price is the price to the public in the primary offering before underwriting discounts, fees and expenses.
2. This number of shares consists of 8,480,000 shares of Class B common stock held of record by Health Plan Intermediaries, LLC ("HPI") and 86,667 shares of Class B common stock held by Health Plan Intermediaries Sub, LLC ("HPIS"). The Reporting Person is the sole member and primary manager of HPI, and has sole voting and dispositive power over the shares held by HPI. HPI is the sole managing member of HPIS and has sole voting and dispositive power over the shares held by HPIS. The Reporting Person, by virtue of his control of HPI and HPI's control of HPIS, may be deemed to beneficially own all the shares of Class B common stock held of record by each of HPI and HPIS. The shares of Class B common stock, together with the Series B Membership Interests of HPI, are exchangeable, at the Reporting Person's election, for equal number of shares of Class A common stock, representing, in the aggregate, 65% of the shares of Class A common stock outstanding following such exchange.
3. This exchange right has no expiration date.

**Remarks:**

[/s/ Joan Rodgers, as Attorney-in-Fact](#) [03/12/2013](#)

\*\* Signature of Reporting Person      Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.**

Joint Filer Information

Name of Joint Filer: Lori Kosloske\*  
Address of Joint Filer: 15438 N. Florida Avenue, Suite 201  
Tampa, Florida 33613  
Designated Filer: Michael W. Kosloske  
Relationship of Joint Filer to Issuer: Officer (Chief Compliance Officer)  
Issuer & Ticker Symbol: Health Insurance Innovations, Inc. [HHIQ]  
Date of Earliest Transaction Required to be Reported 3/8/2013

Signature: /s/  
Name: Lori Kosloske  
Title: Chief Compliance Officer

\*Lori Kosloske is the spouse of Michael W. Kosloske.

Name of Joint Filer: Health Plan Intermediaries, LLC  
Address of Joint Filer: 15438 N. Florida Avenue, Suite 201  
Tampa, Florida 33613  
Designated Filer: Michael W. Kosloske  
Relationship of Joint Filer to Issuer: Michael W. Kosloske is the sole member and primary manager of Health Plan Intermediaries, LLC, and has sole voting and dispositive power over the shares held by Health Plan Intermediaries, LLC.  
Issuer & Ticker Symbol: Health Insurance Innovations, Inc. [HHIQ]  
Date of Earliest Transaction Required to be Reported 3/8/2013

Name of Joint Filer: Health Plan Intermediaries Sub, LLC  
Address of Joint Filer: 15438 N. Florida Avenue, Suite 201  
Tampa, Florida 33613  
Designated Filer: Michael W. Kosloske  
Relationship of Joint Filer to Issuer: Health Plan Intermediaries, LLC is the sole managing member of Health Plan Intermediaries Sub, LLC and has sole voting and dispositive power over the shares held by Health Plan Intermediaries Sub, LLC.  
Issuer & Ticker Symbol: Health Insurance Innovations, Inc. [HHIQ]  
Date of Earliest Transaction Required to be Reported 3/8/2013