

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G  
(Rule 13d-102)

Information Statement Pursuant to Rules 13d-1 and 13d-2  
Under the Securities Exchange Act of 1934  
(Amendment No. \_\_)\*

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Health Insurance Innovations, Inc.  
(Name of Issuer)

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Class A common stock, par value \$0.001 per share  
(Title of Class of Securities)

42225K106  
(CUSIP Number)

May 13, 2019  
Date of Event Which Requires Filing of the Statement

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)  
 Rule 13d-1(c)  
 Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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1.	NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON <b>Citadel Advisors LLC</b>		
2.	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input type="checkbox"/>		
3.	SEC USE ONLY		
4.	CITIZENSHIP OR PLACE OF ORGANIZATION <b>Delaware</b>		
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5.	SOLE VOTING POWER <b>0</b>	
	6.	SHARED VOTING POWER <b>0 shares</b>	
	7.	SOLE DISPOSITIVE POWER <b>0</b>	
	8.	SHARED DISPOSITIVE POWER <b>See Row 6 above</b>	
9.	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON <b>See Row 6 above</b>		
10.	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>		
11.	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) <b>0%<sup>1</sup></b>		
12.	TYPE OF REPORTING PERSON <b>IA; OO; HC</b>		

<sup>1</sup> The percentages reported in this Schedule 13G are based upon 11,512,687 shares of Class A common stock outstanding as of May 1, 2019 (according to the issuer's Form 10-Q as filed with the Securities and Exchange Commission on May 7, 2019).

1.	NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON <b>Citadel Advisors Holdings LP</b>		
2.	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input type="checkbox"/>		
3.	SEC USE ONLY		
4.	CITIZENSHIP OR PLACE OF ORGANIZATION <b>Delaware</b>		
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5.	SOLE VOTING POWER <b>0</b>	
	6.	SHARED VOTING POWER <b>52 shares</b>	
	7.	SOLE DISPOSITIVE POWER <b>0</b>	
	8.	SHARED DISPOSITIVE POWER <b>See Row 6 above</b>	
9.	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON <b>See Row 6 above</b>		
10.	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>		
11.	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) <b>Less than 0.1%</b>		
12.	TYPE OF REPORTING PERSON <b>PN; HC</b>		

1.	NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON <b>Citadel GP LLC</b>		
2.	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input type="checkbox"/>		
3.	SEC USE ONLY		
4.	CITIZENSHIP OR PLACE OF ORGANIZATION <b>Delaware</b>		
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5.	SOLE VOTING POWER <b>0</b>	
	6.	SHARED VOTING POWER <b>52 shares</b>	
	7.	SOLE DISPOSITIVE POWER <b>0</b>	
	8.	SHARED DISPOSITIVE POWER <b>See Row 6 above.</b>	
9.	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON <b>See Row 6 above.</b>		
10.	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>		
11.	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) <b>Less than 0.1%</b>		
12.	TYPE OF REPORTING PERSON <b>OO; HC</b>		

1.	NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON <b>Citadel Securities LLC</b>		
2.	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input type="checkbox"/>		
3.	SEC USE ONLY		
4.	CITIZENSHIP OR PLACE OF ORGANIZATION <b>Delaware</b>		
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5.	SOLE VOTING POWER <b>0</b>	
	6.	SHARED VOTING POWER <b>629,280 shares</b>	
	7.	SOLE DISPOSITIVE POWER <b>0</b>	
	8.	SHARED DISPOSITIVE POWER <b>See Row 6 above.</b>	
9.	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON <b>See Row 6 above.</b>		
10.	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>		
11.	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) <b>5.5%</b>		
12.	TYPE OF REPORTING PERSON <b>BD, OO</b>		

1.	NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON <b>CALC III LP</b>		
2.	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input type="checkbox"/>		
3.	SEC USE ONLY		
4.	CITIZENSHIP OR PLACE OF ORGANIZATION <b>Delaware</b>		
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5.	SOLE VOTING POWER <b>0</b>	
	6.	SHARED VOTING POWER <b>704,903 shares</b>	
	7.	SOLE DISPOSITIVE POWER <b>0</b>	
	8.	SHARED DISPOSITIVE POWER <b>See Row 6 above.</b>	
9.	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON <b>See Row 6 above.</b>		
10.	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>		
11.	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) <b>6.1%</b>		
12.	TYPE OF REPORTING PERSON <b>PN; HC</b>		

1.	NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON <b>Citadel Securities GP LLC</b>		
2.	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input type="checkbox"/>		
3.	SEC USE ONLY		
4.	CITIZENSHIP OR PLACE OF ORGANIZATION <b>Delaware</b>		
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5.	SOLE VOTING POWER <b>0</b>	
	6.	SHARED VOTING POWER <b>704,903 shares</b>	
	7.	SOLE DISPOSITIVE POWER <b>0</b>	
	8.	SHARED DISPOSITIVE POWER <b>See Row 6 above.</b>	
9.	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON <b>See Row 6 above.</b>		
10.	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>		
11.	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) <b>6.1%</b>		
12.	TYPE OF REPORTING PERSON <b>OO; HC</b>		

1.	NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON <b>Kenneth Griffin</b>		
2.	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a) <input type="checkbox"/> (b) <input type="checkbox"/>		
3.	SEC USE ONLY		
4.	CITIZENSHIP OR PLACE OF ORGANIZATION <b>U.S. Citizen</b>		
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5.	SOLE VOTING POWER <b>0</b>	
	6.	SHARED VOTING POWER <b>704,955 shares</b>	
	7.	SOLE DISPOSITIVE POWER <b>0</b>	
	8.	SHARED DISPOSITIVE POWER <b>See Row 6 above</b>	
9.	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON <b>See Row 6 above</b>		
10.	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES <input type="checkbox"/>		
11.	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9) <b>6.1%</b>		
12.	TYPE OF REPORTING PERSON <b>IN; HC</b>		



- Item 1(a) Name of Issuer**  
Health Insurance Innovations, Inc.
- Item 1(b) Address of Issuer's Principal Executive Offices**  
15438 N. Florida Avenue, Suite 201, Tampa Florida 33613
- Item 2(a) Name of Person Filing**  
This Schedule 13G is being jointly filed by Citadel Advisors LLC ("Citadel Advisors"), Citadel Advisors Holdings LP ("CAH"), Citadel GP LLC ("CGP"), Citadel Securities LLC ("Citadel Securities"), CALC III LP ("CALC3"), Citadel Securities GP LLC ("CSGP") and Mr. Kenneth Griffin (collectively with Citadel Advisors, CAH, CGP, Citadel Securities, CALC3 and CSGP, the "Reporting Persons") with respect to shares of Class A common stock (and options to purchase Class A common stock) of the above-named issuer owned by Citadel Quantitative Strategies Master Fund Ltd., a Cayman Islands limited company ("CQ"), Citadel Securities, and CRBU Holdings LLC, a Delaware limited liability company ("CRBH").
- Citadel Advisors II LLC, a Delaware limited liability company ("CA2"), is the portfolio manager for CQ. CAH is the sole member of Citadel Advisors and CA2. CGP is the general partner of CAH. CALC3 is the non-member manager of Citadel Securities and CRBH. CSGP is the general partner of CALC3. Mr. Griffin is the President and Chief Executive Officer of CGP, and owns a controlling interest in CGP and CSGP.
- The filing of this statement shall not be construed as an admission that any of the Reporting Persons is the beneficial owner of any securities covered by the statement other than the securities actually owned by such person (if any).
- Item 2(b) Address of Principal Business Office**  
The address of the principal business office of each of the Reporting Persons is 131 S. Dearborn Street, 32nd Floor, Chicago, Illinois 60603.
- Item 2(c) Citizenship**  
Each of Citadel Advisors, CGP, Citadel Securities and CSGP is organized as a limited liability company under the laws of the State of Delaware. Each of CALC3 and CAH is organized as a limited partnership under the laws of the State of Delaware. Mr. Griffin is a U.S. citizen.
- Item 2(d) Title of Class of Securities**  
Class A common stock, par value \$0.001 per share
- Item 2(e) CUSIP Number**  
42225K106
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**Item 3**      **If this statement is filed pursuant to Rules 13d-1(b), or 13d-2(b) or (c), check whether the person filing is a:**

- (a)        Broker or dealer registered under Section 15 of the Exchange Act;
- (b)        Bank as defined in Section 3(a)(6) of the Exchange Act;
- (c)        Insurance company as defined in Section 3(a)(19) of the Exchange Act;
- (d)        Investment company registered under Section 8 of the Investment Company Act;
- (e)        An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E);
- (f)        An employee benefit plan or endowment fund in accordance with Rule 13d-1(b)(1)(ii)(F);
- (g)        A parent holding company or control person in accordance with Rule 13d-1(b)(1)(ii)(G);
- (h)        A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act;
- (i)        A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act;
- (j)        A non-U.S. institution in accordance with Rule 13d-1(b)(1)(ii)(J);
- (k)        Group, in accordance with Rule 13d-1(b)(1)(ii)(K).

If filing as a non-U.S. institution in accordance with Rule 13d-1(b)(1)(ii)(J), please specify the type of institution: \_\_\_\_\_.

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**Item 4 Ownership**

- A. Citadel Advisors LLC
- (a) Citadel Advisors may be deemed to beneficially own 0 shares of Class A common stock.
  - (b) The number of shares Citadel Advisors may be deemed to beneficially own constitutes 0% of the Class A common stock outstanding.
  - (c) Number of shares as to which such person has:
    - (i) sole power to vote or to direct the vote: 0
    - (ii) shared power to vote or to direct the vote: 0
    - (iii) sole power to dispose or to direct the disposition of: 0
    - (iv) shared power to dispose or to direct the disposition of: 0
- B. Citadel Advisors Holdings LP and Citadel GP LLC
- (a) Each of Citadel Advisors Holdings LP and Citadel GP LLC may be deemed to beneficially own 52 shares of Class A common stock.
  - (b) The number of shares each of Citadel Advisors Holdings LP and Citadel GP LLC may be deemed to beneficially own constitutes less than 0.1% of the Class A common stock outstanding.
  - (c) Number of shares as to which such person has:
    - (i) sole power to vote or to direct the vote: 0
    - (ii) shared power to vote or to direct the vote: 52
    - (iii) sole power to dispose or to direct the disposition of: 0
    - (iv) shared power to dispose or to direct the disposition of: 52
- C. Citadel Securities LLC
- (a) Citadel Securities LLC may be deemed to beneficially own 629,280 shares of Class A common stock.
  - (b) The number of shares that each of Citadel Securities LLC may be deemed to beneficially own constitutes approximately 5.5% of the Class A common stock outstanding.
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- (c) Number of shares as to which such person has:
  - (i) sole power to vote or to direct the vote: 0
  - (ii) shared power to vote or to direct the vote: 629,280
  - (iii) sole power to dispose or to direct the disposition of: 0
  - (iv) shared power to dispose or to direct the disposition of: 629,280

D. CALC III LP and Citadel Securities GP LLC

- (a) Each of CALC III LP and Citadel Securities GP LLC may be deemed to beneficially own 704,903 shares of Class A common stock.
- (b) The number of shares that each of CALC III LP and Citadel Securities GP LLC may be deemed to beneficially own constitutes approximately 6.1% of the Class A common stock outstanding.
- (c) Number of shares as to which such person has:
  - (i) sole power to vote or to direct the vote: 0
  - (ii) shared power to vote or to direct the vote: 704,903
  - (iii) sole power to dispose or to direct the disposition of: 0
  - (iv) shared power to dispose or to direct the disposition of: 704,903

E. Kenneth Griffin

- (a) Mr. Griffin may be deemed to beneficially own 704,955 shares of Class A common stock.
  - (b) The number of shares that Mr. Griffin may be deemed to beneficially own constitutes approximately 6.1% of the Class A common stock outstanding.
  - (c) Number of shares as to which such person has:
    - (i) sole power to vote or to direct the vote: 0
    - (ii) shared power to vote or to direct the vote: 704,955
    - (iii) sole power to dispose or to direct the disposition of: 0
    - (iv) shared power to dispose or to direct the disposition of: 704,955
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- Item 5 Ownership of Five Percent or Less of a Class**  
If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than 5 percent of the class of securities, check the following .
- Item 6 Ownership of More than Five Percent on Behalf of Another Person**  
Not Applicable
- Item 7 Identification and Classification of the Subsidiary which Acquired the Security Being Reported on by the Parent Holding Company**  
See Item 2 above
- Item 8 Identification and Classification of Members of the Group**  
Not Applicable
- Item 9 Notice of Dissolution of Group**  
Not Applicable
- Item 10 Certification**  
By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.
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After reasonable inquiry and to the best of its knowledge and belief, the undersigned certify that the information set forth in this statement is true, complete and correct.

Dated this 17<sup>th</sup> day of May, 2019.

**CITADEL SECURITIES LLC**

By: /s/ Guy Miller  
Guy Miller, Authorized Signatory

**CALC III LP**

By: /s/ Guy Miller  
Guy Miller, Authorized Signatory

**CITADEL SECURITIES GP LLC**

By: /s/ Guy Miller  
Guy Miller, Authorized Signatory

**CITADEL ADVISORS LLC**

By: /s/ David Glockner  
David Glockner, Authorized Signatory

**CITADEL ADVISORS HOLDINGS LP**

By: /s/ David Glockner  
David Glockner, Authorized Signatory

**CITADEL GP LLC**

By: /s/ David Glockner  
David Glockner, Authorized Signatory

**KENNETH GRIFFIN**

By: /s/ David Glockner  
David Glockner, attorney-in-fact\*

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\* David Glockner is signing on behalf of Kenneth Griffin as attorney-in-fact pursuant to a power of attorney previously filed with the Securities and Exchange Commission, and hereby incorporated by reference herein. The power of attorney was filed as an attachment to a filing by Citadel Advisors LLC on Schedule 13G for Roku, Inc. on January 17, 2018.

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**JOINT FILING AGREEMENT**

The undersigned hereby agree that the Statement on Schedule 13G filed herewith (and any amendments thereto), relating to the Class A common stock of Health Insurance Innovations, Inc., a Delaware corporation, is being filed jointly with the Securities and Exchange Commission pursuant to Rule 13d-1(c) under the Securities Exchange Act of 1934, as amended, on behalf of each of the undersigned.

This Agreement may be executed in counterparts and each of such counterparts taken together shall constitute one and the same instrument.

Dated this 17<sup>th</sup> day of May, 2019.

**CITADEL SECURITIES LLC**

By: /s/ Guy Miller  
Guy Miller, Authorized Signatory

**CALC III LP**

By: /s/ Guy Miller  
Guy Miller, Authorized Signatory

**CITADEL SECURITIES GP LLC**

By: /s/ Guy Miller  
Guy Miller, Authorized Signatory

**CITADEL ADVISORS LLC**

By: /s/ David Glockner  
David Glockner, Authorized Signatory

**CITADEL ADVISORS HOLDINGS LP**

By: /s/ David Glockner  
David Glockner, Authorized Signatory

**CITADEL GP LLC**

By: /s/ David Glockner  
David Glockner, Authorized Signatory

**KENNETH GRIFFIN**

By: /s/ David Glockner  
David Glockner, attorney-in-fact\*

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\* David Glockner is signing on behalf of Kenneth Griffin as attorney-in-fact pursuant to a power of attorney previously filed with the Securities and Exchange Commission, and hereby incorporated by reference herein. The power of attorney was filed as an attachment to a filing by Citadel Advisors LLC on Schedule 13G for Roku, Inc. on January 17, 2018.

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