

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 * <b>Voss Capital LLC</b>  (Last) (First) (Middle) 3773 RICHMOND AVENUE, SUITE 500  (Street) HOUSTON TX 77055  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <b>Health Insurance Innovations, Inc. [ HIQ ]</b>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director <input checked="" type="checkbox"/> 10% Owner  Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) 12/12/2019	
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			
Class A Common Stock, \$0.001 par value <sup>(1)</sup>	12/12/2019		P		2,457	A	\$19.1147	702,200	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Class A Common Stock, \$0.001 par value <sup>(1)</sup>	12/13/2019		P		12,500	A	\$19.2914	714,700	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Class A Common Stock, \$0.001 par value <sup>(1)</sup>	12/16/2019		P		3,059	A	\$20.1689	717,759	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Class A Common Stock, \$0.001 par value <sup>(1)</sup>	12/16/2019		P		1,941	A	\$20.1689	471,850	I	By a Managed Account of Voss Capital, LLC <sup>(3)</sup>
Class A Common Stock, \$0.001 par value <sup>(1)</sup>	12/17/2019		P		4,282	A	\$21.7189	722,041	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Class A Common Stock, \$0.001 par value <sup>(1)</sup>	12/17/2019		X		300	D	\$16	721,741	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Class A Common Stock, \$0.001 par value <sup>(1)</sup>	12/17/2019		P		2,718	A	\$21.7189	474,568	I	By a Managed Account of Voss Capital, LLC <sup>(3)</sup>
Class A Common Stock, \$0.001 par value <sup>(1)</sup>	12/18/2019		X		700	D	\$16	721,041	I	By Voss Value Fund, L.P. <sup>(2)</sup>

**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			
Class A Common Stock, \$0.001 par value <sup>(1)</sup>	12/18/2019		P		11,000	A	\$23.1513	732,041	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Class A Common Stock, \$0.001 par value <sup>(1)</sup>	12/20/2019		X		25,000	A	\$23	757,041	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Class A Common Stock, \$0.001 par value <sup>(1)</sup>	12/20/2019		X		100	A	\$16	757,141	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Class A Common Stock, \$0.001 par value <sup>(1)</sup>	12/20/2019		X		5,000	A	\$25	762,141	I	By Voss Value Fund, L.P. <sup>(2)</sup>

**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)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Call Option (right to buy)	\$25	12/13/2019		P		250		12/13/2019	01/17/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	25,000	\$0.85	350	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (obligation to sell)	\$35	12/13/2019		S		100		12/13/2019	01/15/2021	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	10,000	\$2.5	161	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (obligation to sell)	\$21	12/13/2019		S		100		12/13/2019	05/15/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	10,000	\$3.6	100	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (obligation to sell)	\$22	12/13/2019		S		50		12/13/2019	05/15/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	5,000	\$3.2	50	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (right to buy)	\$26	12/16/2019		P		39		12/16/2019	01/17/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	3,900	\$0.93	39	I	By a Managed Account of Voss Capital, LLC <sup>(3)</sup>
Call Option (right to buy)	\$19	12/16/2019		P		50		12/16/2019	02/21/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	5,000	\$3.8	50	I	By a Managed Account of Voss Capital, LLC <sup>(3)</sup>

**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)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Call Option (right to buy)	\$20	12/16/2019		P		50		12/16/2019	02/21/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	5,000	\$3.2	50	I	By a Managed Account of Voss Capital, LLC <sup>(3)</sup>
Call Option (right to buy)	\$18	12/16/2019		P		22		12/16/2019	05/15/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	2,200	\$5.2	22	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (right to buy)	\$19	12/17/2019		P		100		12/17/2019	01/17/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	10,000	\$3.9	100	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (right to buy)	\$17	12/17/2019		P		100		12/17/2019	02/21/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	10,000	\$5.7	100	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (right to buy)	\$19	12/17/2019		P		100		12/17/2019	02/21/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	10,000	\$4.6	100	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (obligation to sell)	\$16	12/17/2019		X			3	(4)	12/20/2019	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	300	\$0	0	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (right to buy)	\$35	12/17/2019		P		39		12/17/2019	02/21/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	3,900	\$0.65	39	I	By a Managed Account of Voss Capital, LLC <sup>(3)</sup>
Put Option (right to sell)	\$23	12/17/2019		P		100		12/17/2019	12/20/2019	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	10,000	\$1.35	100	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (right to buy)	\$16	12/18/2019		P		7		12/18/2019	12/20/2019	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	700	\$7	7	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (right to buy)	\$16	12/18/2019		P		90		12/18/2019	12/20/2019	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	9,000	\$7	16	I	By Voss Value Fund, L.P. <sup>(2)</sup>

**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)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Call Option (right to buy)	\$19	12/18/2019		P		100		12/18/2019	01/17/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	10,000	\$4.9	200	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (right to buy)	\$20	12/18/2019		P		100		12/18/2019	01/17/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	10,000	\$4.5	100	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (obligation to sell)	\$20	12/18/2019		S			150	12/18/2019	01/15/2021	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	15,000	\$7.6	450	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (obligation to sell)	\$22	12/18/2019		S			150	12/18/2019	01/15/2021	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	15,000	\$6.7333	150	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (obligation to sell)	\$22	12/18/2019		S			100	12/18/2019	05/15/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	10,000	\$4.9	150	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (obligation to sell)	\$16	12/18/2019		X			7	(4)	12/20/2019	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	700	\$0	0	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Put Option (obligation to buy)	\$23	12/20/2019		X			250	(4)	12/20/2019	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	25,000	\$0	0	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Put Option (obligation to buy)	\$25	12/20/2019		X			50	(4)	12/20/2019	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	5,000	\$0	0	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (right to buy)	\$16	12/20/2019		X			1	(4)	12/20/2019	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	100	\$0	0	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (right to buy)	\$10	12/20/2019		S			100	12/20/2019	01/17/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	10,000	\$10	0	I	By Voss Value Fund, L.P. <sup>(2)</sup>

**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)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Call Option (right to buy)	\$17.5	12/20/2019		P		100		12/20/2019	01/17/2020	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	10,000	\$3.5	100	I	By Voss Value Fund, L.P. <sup>(2)</sup>
Call Option (obligation to sell)	\$16	12/20/2019		S		6		12/20/2019	12/20/2019	Class A Common Stock, \$0.001 par value <sup>(1)</sup>	600	\$3.96	0	I	By Voss Value Fund, L.P. <sup>(2)</sup>

1. Name and Address of Reporting Person \*

[Voss Capital LLC](#)

(Last) (First) (Middle)

3773 RICHMOND AVENUE, SUITE 500

(Street)

HOUSTON TX 77055

(City) (State) (Zip)

1. Name and Address of Reporting Person \*

[Voss Value Fund, LP](#)

(Last) (First) (Middle)

3773 RICHMOND AVENUE

(Street)

HOUSTON TX 77046

(City) (State) (Zip)

1. Name and Address of Reporting Person \*

[Voss Advisors, LP](#)

(Last) (First) (Middle)

3773 RICHMOND AVENUE, SUITE 500

(Street)

HOUSTON TX 77046

(City) (State) (Zip)

1. Name and Address of Reporting Person *		
<a href="#">Voss Advisors GP, LLC</a>		
(Last)	(First)	(Middle)
3773 RICHMOND AVENUE, SUITE 500		
(Street)		
HOUSTON	TX	77046
(City) (State) (Zip)		
1. Name and Address of Reporting Person *		
<a href="#">Cocke Travis W.</a>		
(Last)	(First)	(Middle)
3773 RICHMOND AVENUE, SUITE 500		
(Street)		
HOUSTON	TX	77046
(City) (State) (Zip)		

**Explanation of Responses:**

1. This Form 4 is filed jointly by Voss Value Fund, L.P. ("Voss Value Fund"), Voss Advisors, LP ("Voss Advisors"), Voss Advisors GP, LLC ("Voss GP"), Voss Capital, LLC ("Voss Capital") and Travis W. Cocke (collectively, the "Reporting Persons"). Each Reporting Person disclaims beneficial ownership of the securities reported herein except to the extent of his or its pecuniary interest therein, and this report shall not be deemed to be an admission that any Reporting Person is the beneficial owner of such securities for purposes of Section 16 of the Securities Exchange Act of 1934, as amended, (the "Exchange Act") or for any other purpose.
2. Securities beneficially owned by Voss Value Fund. Voss Advisors, as the general partner of Voss Value Fund, may be deemed to be the beneficial owner of the securities beneficially owned by Voss Value Fund. Voss GP, as the general partner of Voss Advisors, may be deemed to be the beneficial owner of the securities beneficially owned by Voss Value Fund. Voss Capital, as the investment manager of Voss Value Fund, may be deemed to be the beneficial owner of the securities beneficially owned by Voss Value Fund. Mr. Cocke, as the managing member of Voss Capital and Voss GP, may be deemed to be the beneficial owner of the securities beneficially owned by Voss Value Fund.
3. Securities held in an account managed by Voss Capital (the "Voss Managed Account"). Mr. Cocke, as the managing member of Voss Capital, may be deemed to be the beneficial owner of the securities held in the Voss Managed Account.
4. Such options were immediately exercisable upon their acquisition.

**Remarks:**

The Reporting Persons will disgorge statutory "profits" pursuant to Section 16(b) of the Exchange Act to the Issuer in the amount of \$86,450.84 resulting from the transactions reported herein.

<a href="#">Voss Value Fund, L.P.; By:</a>	
<a href="#">Voss Capital, LLC; By:</a>	<a href="#">02/07/2020</a>
<a href="#">/s/Travis W. Cocke</a>	
<a href="#">Voss Advisors, LP; By: Voss</a>	
<a href="#">Advisors GP, LLC; By:</a>	<a href="#">02/07/2020</a>
<a href="#">/s/Travis W. Cocke</a>	
<a href="#">Voss Advisors GP, LLC; By:</a>	<a href="#">02/07/2020</a>
<a href="#">/s/Travis W. Cocke</a>	
<a href="#">Voss Capital, LLC; By:</a>	<a href="#">02/07/2020</a>
<a href="#">/s/Travis W. Cocke</a>	
<a href="#">/s/Travis W. Cocke</a>	<a href="#">02/07/2020</a>
** 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.**