

AmeriHealth New Jersey debuts new website: features a new look with enhanced functionality just in time for 2015 Open Enrollment

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AmeriHealth New Jersey today announced the company has redesigned its website (www.amerihealthnj.com) with a fresh look that provides enhanced functionality and easy navigation. The new site makes its debut just in time for the 2015 Open Enrollment Period, which begins on November 15.

In addition to a complete visual makeover, www.amerihealthnj.com now provides information tailored to individuals' specific scenarios, for example:

- [I'm under 30](#)
- [I'm over 65](#)
- [I have kids](#)
- [I'm switching plans](#)
- [I've lost my benefits](#)
- [I'm self-employed](#)
- [I've never had health insurance](#)
- [I need financial help to afford insurance](#)

Once an individual selects the category he or she identifies with, they will be taken to a page that provides information that would be most useful for them.

"Health care reform has undoubtedly changed the way we interact with consumers," said Mike Munoz, senior vice president of sales and marketing for AmeriHealth New Jersey. "AmeriHealth New Jersey offers a variety of options no matter what your situation may be and this new web design reflects that."

In addition to providing a wide range of competitively priced health plans for individuals, AmeriHealth New Jersey also has affordable options for [small businesses](#), [large businesses](#) and [public sector groups](#).

Visitors to the new website will find details about AmeriHealth New Jersey's [networks](#), plan designs and costs, [wellness programs](#), and can access interactive health [infographics](#). For the first time, AmeriHealth New Jersey also provides important health care reform information in [Spanish](#) on their website.

“Purchasing health insurance is a major decision. Our hope is that this new design empowers people to make the best decision possible for themselves and their families,” said Munoz.

AmeriHealth New Jersey’s new website was designed by Partners + Simon, a Boston-based firm.

If you have any further questions, please contact your AmeriHealth New Jersey broker representative.