

**Name:** Tony Feijoo

**Company:** Founder & CEO New Health Plans

**Bio:**

Antonio Feijoo, Founder and CEO of New Health Partners, is a recognized innovator with over 20 years of experience at the intersection of healthcare, insurance, and multicultural marketing. Tony has consistently challenged traditional distribution models—leveraging technology, cultural intelligence, and agent empowerment to build scalable, national platforms that meet the evolving demands of the industry.

He became a licensed health and life agent in 2007, quickly rising to prominence as his agency became the top sales entity in Florida’s Cover Florida pilot program under Governor Charlie Crist. In 2019, he founded New Health Partners with just three employees and a bold vision. Today, the organization has grown into a national powerhouse with 100+ employees, spanning individual health, Medicare Advantage, life, group/ICHRA, and property & casualty insurance. As the insurance landscape undergoes rapid transformation driven by artificial intelligence, Tony is leading a new wave of innovation designed to prepare agents—not replace them. Through a portfolio of forward-looking platforms—OpenInsurance.ai, Hitheo.ai, OpenCharts.com, TomorrowLife.com, Euclid, and UppoBenefits—recognized as the first self-service ICHRA platform in the country—he is building the infrastructure for the next generation of insurance distribution. These initiatives represent bold, strategic moves to equip today’s agents with AI-powered tools for enrollment, analytics, fraud detection, client engagement, and lifecycle management—ensuring they remain competitive and indispensable in an era of technological disruption.

Tony’s leadership has earned the trust of major carriers, partners, and regulatory bodies. He regularly collaborates with the Centers for Medicare & Medicaid Services (CMS), contributing to industry discussions on policy, access, and innovation. His work continues to shape the future of insurance by aligning advanced technology with human-driven advisory—driving better outcomes for agents, carriers, and the communities they serve