

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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



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*			2. Issuer Name and Ticker or Trading Symbol			5. Relationship of Reporting Person(s) to Issuer (Check all applicable)		
<u>Voss Capital LLC</u>			<u>Health Insurance Innovations, Inc.</u> [<u>HIIQ</u>]			Director <input checked="" type="checkbox"/> 10% Owner		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)			Officer (give title below) Other (specify below)		
3773 RICHMOND AVENUE, SUITE 500			02/19/2020					
(Street)			4. If Amendment, Date of Original Filed (Month/Day/Year)			6. Individual or Joint/Group Filing (Check Applicable Line)		
HOUSTON TX 77046						Form filed by One Reporting Person		
(City)	(State)	(Zip)				<input checked="" type="checkbox"/> Form filed by More than One Reporting Person		

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 ⁽¹⁾	02/19/2020		X		1,700	D	\$21	731,841	I	By Voss Value Fund, L.P. ⁽²⁾
Class A Common Stock, \$0.001 par value ⁽¹⁾	02/20/2020		X		100	D	\$18	731,741	I	By Voss Value Fund, L.P. ⁽²⁾
Class A Common Stock, \$0.001 par value ⁽¹⁾	02/20/2020		X		600	D	\$16	731,141	I	By Voss Value Fund, L.P. ⁽²⁾
Class A Common Stock, \$0.001 par value ⁽¹⁾	02/20/2020		X		1,300	D	\$21	729,841	I	By Voss Value Fund, L.P. ⁽²⁾
Class A Common Stock, \$0.001 par value ⁽¹⁾								474,568	I	By a Managed Account of Voss Capital, LLC ⁽³⁾

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 (obligation to sell)	\$21	02/19/2020		X			17	(4)	02/21/2020	Class A Common Stock, \$0.001 par value ⁽¹⁾	1,700	\$0	0	I	By Voss Value Fund, L.P. ⁽²⁾
Call Option (obligation to sell)	\$18	02/20/2020		X			1	(4)	02/21/2020	Class A Common Stock, \$0.001 par value ⁽¹⁾	100	\$0	0	I	By Voss Value Fund, L.P. ⁽²⁾

**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					
Call Option (obligation to sell)	\$16	02/20/2020		X			6	(4)	02/21/2020	Class A Common Stock, \$0.001 par value ⁽¹⁾	\$0	0	I	By Voss Value Fund, L.P. ⁽²⁾
Call Option (obligation to sell)	\$21	02/20/2020		X			13	(4)	02/21/2020	Class A Common Stock, \$0.001 par value ⁽¹⁾	\$0	0	I	By Voss Value Fund, L.P. ⁽²⁾

1. Name and Address of Reporting Person*

[Voss Capital LLC](#)

(Last) (First) (Middle)

3773 RICHMOND AVENUE, SUITE 500

(Street)

HOUSTON TX 77046

(City) (State) (Zip)

1. Name and Address of Reporting Person*

[Voss Value Fund, LP](#)

(Last) (First) (Middle)

3773 RICHMOND AVENUE, SUITE 500

(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*

[Voss Advisors GP, LLC](#)

(Last) (First) (Middle)

3773 RICHMOND AVENUE, SUITE 500

(Street)

HOUSTON TX 77046

(City) (State) (Zip)

1. Name and Address of Reporting Person*

[Cocke Travis W.](#)

(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"). As of February 20, 2020, the Reporting Persons ceased to beneficially own in the aggregate more than 10% of the Issuer's outstanding Class A Common Stock. 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.

<u>Voss Value Fund, L.P.; By:</u>	
<u>Voss Capital, LLC; By:</u>	<u>02/20/2020</u>
<u>/s/Travis W. Cocke</u>	
<u>Voss Advisors, LP; By: Voss</u>	
<u>Advisors GP, LLC; By:</u>	<u>02/20/2020</u>
<u>/s/Travis W. Cocke</u>	
<u>Voss Advisors GP, LLC; By:</u>	<u>02/20/2020</u>
<u>/s/Travis W. Cocke</u>	
<u>Voss Capital, LLC; By:</u>	<u>02/20/2020</u>
<u>/s/Travis W. Cocke</u>	
<u>/s/Travis W. Cocke</u>	<u>02/20/2020</u>

** 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.