
Introducing Anthony Kavouras, CEO of OpenMedicare



[OpenMedicare](#), a platform that helps seniors find the right Medicare health insurance plan, has appointed Anthony Kavouras as CEO. In this role, Kavouras will be focused on building the team, expanding OpenMedicare's portfolio of partners, and providing even more seniors with the tools, information, and resources they need to make informed decisions about their healthcare.

OpenMedicare was built inside [Wilbur Labs](#), a San Francisco-based startup studio, by a team of insurance and technology industry veterans. Since launching in 2021, OpenMedicare has helped thousands of seniors select the right Medicare plan. The platform provides detailed resources, guides, and interactive tools to help customers navigate the Medicare program, and matches them with an advisor when they are ready to enroll.

"Selecting the right Medicare plan has traditionally been an arduous process for seniors and their families," commented David Kolodny, co-founder of Wilbur Labs. "OpenMedicare is solving that problem by building a seamless experience for the millions of people who seek Medicare guidance every year. Anthony has spent his career leveraging data and insights to deliver better experiences for consumers, and is joining the OpenMedicare team at the perfect time as they continue to scale to new heights."

Kavouras brings 15 years of relevant leadership experience to the role, having led teams across marketing, partnerships, business development, sales, and operations. Most recently, he was Chief Revenue Officer for GuidedChoice where he built a network of marketplace partnership channels to accelerate revenue. Prior to GuidedChoice, Kavouras led several strategic partnership teams aimed at driving growth at eHealth.

He shared, "OpenMedicare was founded to address the need for trust in the search for Medicare, and we leverage data and technology to match customers with the right plan. There is immense market potential in bringing a new level of increased transparency, education, and access to such a noisy market. As we rapidly approach the upcoming annual enrollment season, I look forward to working with new partners to scale our operations and help increase accessibility to more seniors."

Source: [OpenMedicare](#)

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