Health Insurance Innovations, Inc.
Form SC 13G
February 16, 2016

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                        UNITED STATES
              SECURITIES AND EXCHANGE COMMISSION
                   Washington, D.C.  20549

                       SCHEDULE 13G

           Under the Securities Exchange Act of 1934
                      (Amendment No. 2)


              Health Insurance Innovations, Inc.
        -------------------------------------------------------
                        (Name of Issuer)

                       Common Stock
        -------------------------------------------------------
                  (Title of Class of Securities)

                        42225K106
        -------------------------------------------------------
                       (CUSIP Number)

                     December 31, 2015
        -------------------------------------------------------
         (Date of Event Which Requires Filing of this Statement)
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    Check the appropriate box to designate the rule pursuant to which this
    Schedule is filed:

    [X] Rule 13d-1(b)
    [ ] Rule 13d-1(c)
    [ ] Rule 13d-1(d)

    The information required in the remainder of this cover page shall not be
    deemed to be "filed" for the purpose of Section 18 of the Securities Exchange
    Act of 1934 ("Act") or otherwise subject to the liabilities of that section
    of the Act but shall be subject to all other provisions of the Act (however,
    see the Notes).



    CUSIP No. 42225K106
    -------------------------------------------------------------------
    1.   NAME OF REPORTING PERSON
         I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

         Cortina Asset Management, LLC
         56-2450074


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    2.   CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

         (a)    [ ]
         (b)    [ ]

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    3.   SEC USE ONLY
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4.   CITIZENSHIP OR PLACE OF ORGANIZATION

     Wisconsin

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                 5.   SOLE VOTING POWER: 483,254

NUMBER OF   ---
SHARES   6.   SHARED VOTING POWER: None
BENEFICIALLY
OWNED BY   ---
EACH   7.   SOLE DISPOSITIVE POWER: 767,070
REPORTING
PERSON WITH   ---
                 8.   SHARED DISPOSITIVE POWER: None

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9.   AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

     767,070

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10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN
     SHARES [ ]

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11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

     9.88%

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12. TYPE OF REPORTING PERSON

     IA

Item 1(a)   NAME OF ISSUER
            Health Insurance Innovations, Inc.

     (b)   ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES
            15438 N Florida Avenue Suite 201 Tampa, FL 33613

Item 2(a)   NAME OF PERSONS FILING
            Cortina Asset Management, LLC

     (b)   ADDRESS OF PRINCIPAL BUSINESS OFFICE OR, IF NONE, RESIDENCE
            825 N Jefferson Street, Suite 400, Milwaukee, WI 53202

     (c)   CITIZENSHIP
            Cortina is a Wisconsin limited liability company

     (d)   TITLE OF CLASS OF SECURITIES
            Common Stock

     (e)   CUSIP NUMBER
            42225K106

Item 3.   Type of Person:

(e) [X} Cortina is an Investment Adviser registered under section 203
of the Investment Advisors Act of 1940

Item 4.   OWNERSHIP

Ownership (as December 31, 2015)

      (a)   Amount owned beneficially within the meaning of rule 13d-3:
               767,070

      (b)   Percent of class:

9.88 (based on 7,760,000 shares outstanding as of December 31, 2015.)

      (c)   Number of shares as to which such person has:

      (i)   Sole power to vote or to direct the vote

483,254

      (ii)   Shared power to vote or direct the vote

             None

      (iii) Sole power to dispose or to direct the
             disposition of

               767,070

      (iv)   Shared power to dispose or to direct the
             disposition of

             None

Item 5.   OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS

               Not Applicable
Item 6.   OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON

Not Applicable

Item 7.   IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH
            ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING
            COMPANY OR CONTROL PERSON

Not Applicable

Item 8.   IDENTIFICATION AND CLASSIFICAITON OF MEMBERS OF THE GROUP

Not Applicable

Item 9.   NOTICE OF DISSOLUTION OF GROUP

Not Applicable

3

Item 10.   CERTIFICATION

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

                                        February 16, 2016

                                                     Date

                                        /s/LORI K. HOCH

                                                  Signature

                                        Lori K. Hoch

        Chief Operating Officer and
        Chief Compliance Officer   ------------------------------------
                                                  Name/Title