

HEALTH INSURANCE INNOVATIONS, INC.

Filed by
COLUMBUS CAPITAL MANAGEMENT LLC

FORM SC 13G/A (Amended Statement of Ownership)

Filed 02/15/17

Address	15438 N. FLORIDA AVENUE SUITE 201 TAMPA, FL 33613
Telephone	813-280-1289
CIK	0001561387
Symbol	HIIQ
Fiscal Year	12/31

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

SCHEDULE 13G

Under the Securities Exchange Act of 1934
(Amendment No. 1)*

Health Insurance Innovations, Inc.

(Name of Issuer)

Class A Common Stock, \$0.001 par value

(Title of Class of Securities)

42225K106

(CUSIP Number)

December 31, 2016

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
 Rule 13d-1(c)
 Rule 13d-1(d)

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

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).

Continued on following pages
Exhibit Index: Page 7

1.	Names of Reporting Persons. COLUMBUS CAPITAL MANAGEMENT, LLC	
<hr/>		
2.	Check the Appropriate Box if a Member of a Group	
(a)	<input type="checkbox"/>	
(b)	<input type="checkbox"/>	
<hr/>		
3.	SEC Use Only	
<hr/>		
4.	Citizenship or Place of Organization CALIFORNIA	
<hr/>		
	5. Sole Voting Power 0	
<hr/>		
Number of Shares Beneficially Owned by Each Reporting Person With:	6. Shared Voting Power 0	
	<hr/>	
	7. Sole Dispositive Power 0	
	<hr/>	
8. Shared Dispositive Power 0		
<hr/>		
9.	Aggregate Amount Beneficially Owned by Each Reporting Person 0	
<hr/>		
10.	Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) <input type="checkbox"/>	
<hr/>		
11.	Percent of Class Represented by Amount in Row (9) 0%	
<hr/>		
12.	Type of Reporting Person: IA	
<hr/>		

1.	Names of Reporting Persons. MATTHEW D. OCKNER
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2.	Check the Appropriate Box if a Member of a Group
(a)	<input type="checkbox"/>
(b)	<input type="checkbox"/>

3.	SEC Use Only
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4.	Citizenship or Place of Organization UNITED STATES OF AMERICA
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	5.	Sole Voting Power 0
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Number of Shares Beneficially Owned by Each Reporting Person With:	6.	Shared Voting Power 0
	7.	Sole Dispositive Power 0
	8.	Shared Dispositive Power 0

9.	Aggregate Amount Beneficially Owned by Each Reporting Person 0
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10.	Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) <input type="checkbox"/>
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11.	Percent of Class Represented by Amount in Row (9) 0%
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12.	Type of Reporting Person: IN, HC
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- Item 1(a).** Name of Issuer:
Health Insurance Innovations, Inc. (the “Issuer”).
-
- Item 1(b).** Address of Issuer’s Principal Executive Offices:
15438 N. Florida Avenue, Suite 201, Tampa, Florida 33613
-
- Item 2(a).** Name of Person Filing:
This Statement is filed on behalf of each of the following persons (collectively, the “Reporting Persons”):
- i) Columbus Capital Management, LLC (“CCM”); and
 - ii) Matthew D. Ockner (“Mr. Ockner”).
- This statement relates to Shares (as defined herein) held for the account of each of Columbus Capital Partners, L.P. (“CCP”) and Columbus Capital QP Partners, L.P. (“CCQP”). CCM is the general partner to CCP and CCQP. Mr. Ockner is the managing member of CCM. In such capacities, CCM and Mr. Ockner may be deemed to have voting and dispositive power over the Shares held for the accounts of CCP and CCQP.
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- Item 2(b).** Address of Principal Business Office or, if none, Residence:
The address of the principal business office of each of CCM and Mr. Ockner is 350 California Street, 22nd Floor, San Francisco, CA 94104.
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- Item 2(c).** Citizenship:
- i) CCM is a California limited liability company; and
 - ii) Mr. Ockner is a citizen of the United States of America.
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- Item 2(d).** Title of Class of Securities:
Class A common stock, \$0.001 par value (the “Shares”)
-
- Item 2(e).** CUSIP Number:
42225K106
-
- Item 3.** **If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:**
- (e) An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E);
 - (g) A parent holding company or control person in accordance with §240.13d—1(b)(1)(ii)(G).

Item 4. Ownership:

The information in Items 1 and 5 through 11 on the cover pages of this Schedule 13G is hereby incorporated by reference.

The Reporting Persons do not beneficially own any shares of Common Stock.

Item 5. Ownership of Five Percent or Less of a Class:

If this statement is being filed to report the fact that as of the date hereof each of the Reporting Persons has ceased to be the beneficial owner of more than 5 percent of the class of securities, check the following .

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:

See disclosure in Item 2 hereof.

Item 8. Identification and Classification of Members of the Group:

This Item 8 is not applicable.

Item 9. Notice of Dissolution of Group:

This Item 9 is not applicable.

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 of 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, other than activities solely in connection with a nomination under Sec. 240.14a-11.

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 14, 2017

COLUMBUS CAPITAL MANAGEMENT, LLC

By: /s/ Matthew D. Ockner

Name: Matthew D. Ockner

Title: Managing Member

MATTHEW D. OCKNER

By: /s/ Matthew D. Ockner

EXHIBIT INDEX

<u>Ex.</u>		<u>Page No.</u>
A	Joint Filing Agreement	1

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JOINT FILING AGREEMENT

The undersigned hereby agree that the statement on Schedule 13G with respect to the Class A common stock of Health Insurance Innovations, Inc., dated as of February 14, 2017, is, and any amendments thereto (including amendments on Schedule 13D) signed by each of the undersigned shall be, filed on behalf of each of us pursuant to and in accordance with the provisions of Rule 13d-1(k) under the Securities Exchange Act of 1934, as amended.

February 14, 2017

COLUMBUS CAPITAL MANAGEMENT, LLC

By: /s/ Matthew D. Ockner

Name: Matthew D. Ockner

Title: Managing Member

MATTHEW D. OCKNER

By: /s/ Matthew D. Ockner