Health Insurance Innovations, Inc.
Form SC 13G
February 12, 2014

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

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SCHEDULE 13G

UNDER THE SECURITIES EXCHANGE ACT OF 1934
(AMENDMENT NO. ___)

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

Common Stock
_____
(Title of Class of Securities)

42225K106
_____
(CUSIP Number)

December 31, 2013
_____
(Date of Event Which Requires Filing of this Statement)

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)

CUSIP No. 42225K106

1   Name of Reporting Persons
       First Investors Management Company, Inc.

2   Check the Appropriate Box if a Member of a Group
     (a)
     (b)

3   SEC Use Only

4   Citizen Or Place Of Organization

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          First Investors Management Company, Inc.
          40 Wall Street – 10th Floor
          New York, New York 10005
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Number of	5	Sole Voting Power
Shares		463,300
Beneficially	6	Shared Voting Power
Owned By		
Each	7	Sole Dispositive Power
Reporting		463,300
Person With:	8	Shared Dispositive Power

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9     Aggregate Amount Beneficially Owned By Each Reporting Person
        463,300


10    Check If The Aggregate Amount In Row (9) Excludes Certain Shares
        N/A


11     Percent Of Class Represented By Amount In Row 9
        8.8%


12     Type Of Reporting Person
        IV
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Item 1.
(a)    Name of Issuer:
            Health Insurance Innovations, Inc.
(b)    Address of Issuer's Principal Executive Offices:
            Health Insurance Innovations, Inc.
            15438 North Florida Avenue
            Suite 201
            Tampa, FL 33613

Item 2.
(a)    Name of Person Filing
            First Investors Management Company, Inc.
(b)    Address of Principal Business Office, or, if none, Residence
            First Investors Management Company, Inc.
            40 Wall Street – 10th Floor
            New York, New York 10005
(c)    Citizenship
            United States
(d)    Title of Class of Securities
            Common Stock
(e)    CUSIP Number
            42225K106


Item 3. If this statement is filed pursuant to Sections 240.13d–1(b)
        or (c), check whether the person filing is:

(a)    |_| Broker or dealer registered under section 15 of the Act
            (14 U.S.C. 78o).
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(b) |_| Bank as defined in section 3(a)(6) of the Act
                (15 U.S.C. 78c).
(c) |_| Insurance company as defined in section 3(a)(19) of the
                Act (15 U.S.C. 78c).
(d) |X| Investment company registered under section 8 of the
                Investment Company Act of 1940 (15 U.S.C. 80a-8).
(e) |_| An investment adviser in accordance with
                Section240.13d-1(b)(1)(ii)(E);
(f) |_| An employee benefit plan or endowment fund in accordance
                with Section 240.13d-1(b)(1)(ii)(F);
(g) |_| A parent holding company or control person in accordance
                with Section 240.13d-1(b)(1)(ii)(G);
(h) |_| A savings associations as defined in Section 3(b) of the
                Federal Deposit Insurance Act (12 U.S.C. 1813);
(i) |_| A church plan that is excluded from the definition of an
                investment company under section 3(c)(14) of the
                Investment Company Act of 1940 (15 U.S.C. 80a-3);
(j) |_| Group, in accordance with Section 240.13d-1(b)(1)(ii)(J);

Item 4. Ownership
      Provide the following information regarding the aggregate number
      and percentage of the class of securities of the issuer
      identified in Item 1.

(a)   Amount beneficially owned: 463,300
(b)   Percent of class: 8.8%
(c)   Number of shares as to which the person has:
i.   Sole power to vote or to direct the vote: 463,300
ii.   Shared power to vote or to direct the vote:
iii.   Sole power to dispose or to direct the disposition of: 463,300
iv.   Shared power to dispose or to direct the disposition of:

Item 5. Ownership of Five Percent or Less of a Class   N/A

Item 6. Ownership of More than Five Percent on Behalf of Another
        Person N/A

Item 7. Identification and Classification of the Subsidiary Which
        Acquired the Security Being Reported on By the Parent
        Holding Company N/A

Item 8. Identification and Classification of Members of the Group N/A

Item 9. Notice of Dissolution of Group N/A

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.

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.

        Date   _____

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_____
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Signature

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_____
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Name/Title