



# Medicare Online Enrollment Trends

*April 2019*

## The Future of Medicare is Now: Digital Literacy Hits New Heights

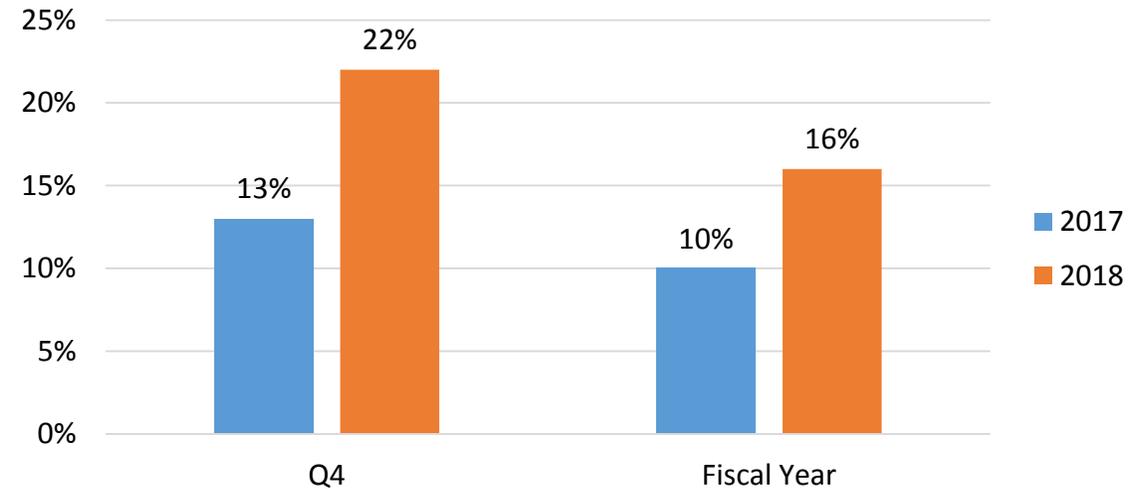
As more members of the Baby Boomer generation age into Medicare, the digital literacy of Medicare beneficiaries is changing.

The data collected in this report show that an increasing share of eHealth's Medicare Advantage (MA) and Medicare Supplement (Medigap) customers are now enrolling in coverage online. A strong majority of Medicare beneficiaries own computers and smartphones. The share of eHealth Medicare customers who employed online shopping tools, such as the company's prescription drug coverage and medical provider network tools, increased significantly during Medicare's most recent Annual Enrollment Period (AEP).

### A growing share of people enrolling in Medicare major medical insurance products at eHealth are doing so online

- 22 percent of all MA and Medigap enrollments in the fourth quarter of 2018 occurred online, compared to 13 percent in the fourth quarter of 2017, an increase of 69 percent.
- Over the full 2018 fiscal year, 16 percent of all MA and Medigap enrollments occurred online, compared to 10 percent in the 2017 fiscal year, an increase of 65 percent\*.

### Online Enrollment in Medicare Major Medical Products at eHealth<sup>1</sup>



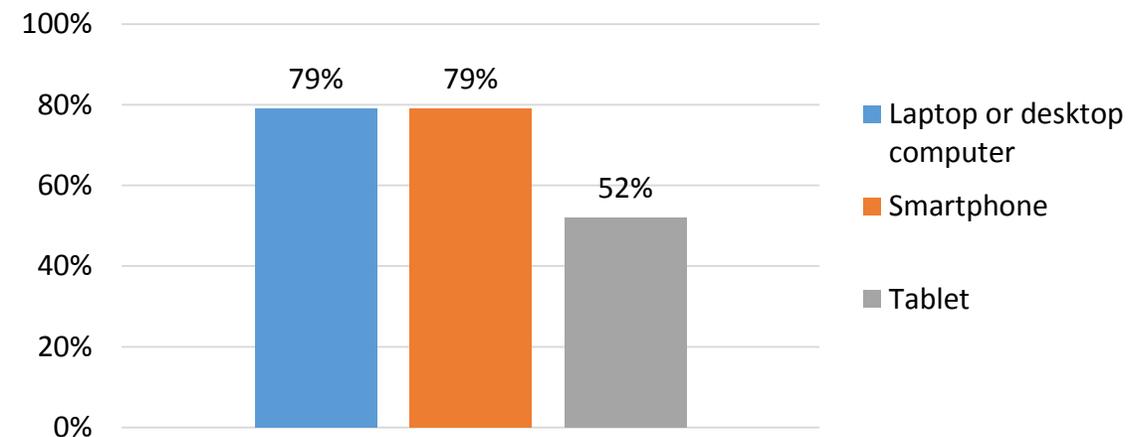
**Medicare “major medical” plans:** This is the term used by eHealth to refer to MA and Medigap plans. The online enrollment figures presented above are inclusive of both these products. Medicare Part D prescription drug plans are not included.

\* Percentage increase based on unrounded figures.

### A strong majority of eHealth's Medicare customers are online and own smartphones

- Nearly 8 in 10 (79 percent) of respondents to a recent eHealth survey<sup>2</sup> said they owned a laptop or desktop computer.
- The same number (79 percent) said they own a smartphone.
- More than half (52 percent) said they own a tablet-style computer.

### Percentage of eHealth Medicare Survey<sup>2</sup> Respondents Owning Computers, Smartphones, Tablets



**Pre-retirement age Medicare enrollees more likely to own smartphones:** 83 percent of Medicare beneficiaries under age 65 said they own a smartphone; 69 percent said they own a laptop or desktop computer.

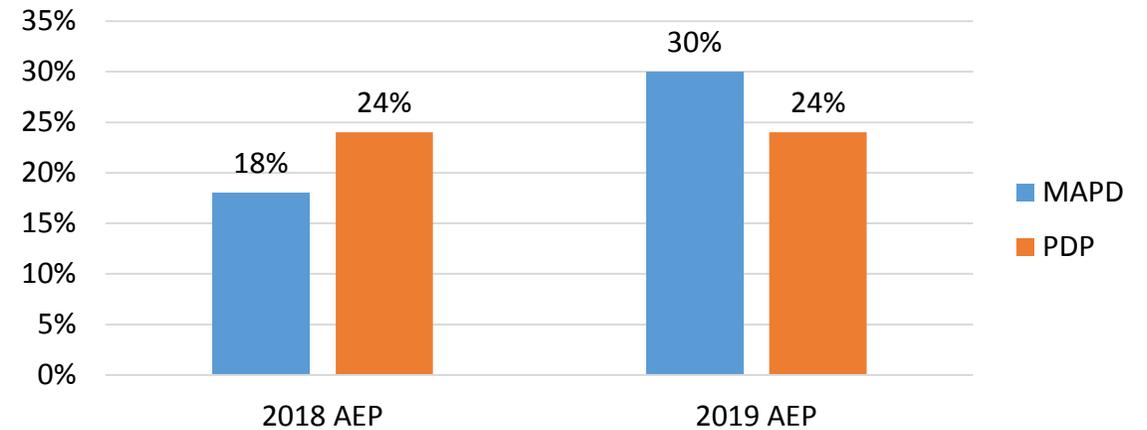
**Younger retirement age Medicare beneficiaries equally likely to own smartphone or computer:** 82 percent of Medicare beneficiaries between the ages of 65 and 70 said they own a desktop or laptop computer, while 81 percent said they own a smartphone.

**Older Medicare beneficiaries favor traditional computers, but a majority own smartphones:** Beneficiaries age 80 and older were more likely to own laptop or desktop computers (77 percent) though a majority (56 percent) said they own smartphones.

**More MA shoppers used eHealth’s prescription drug coverage comparison tool**

- 30 percent of eHealth customers selecting Medicare Advantage Prescription Drug (MAPD) plans used eHealth’s prescription drug coverage comparison tool, an increase from 18 percent the year before.
- 24 percent of customers selecting Part D prescription drug (PDP) plans used the prescription drug coverage comparison tool, both for the 2018 and 2019 AEPs.

**Percent of Enrollees Using eHealth’s Prescription Drug Coverage Comparison Tool<sup>3</sup>**

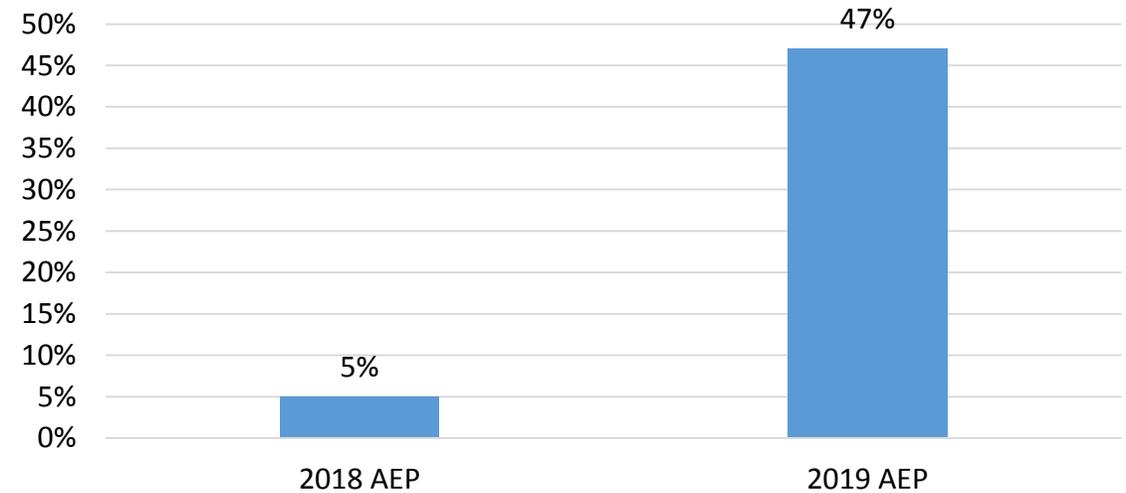


**Prescription drug tool users found hundreds of dollars in possible savings:** \$531 was the average amount of savings identified by users of eHealth’s prescription drug coverage tool during Medicare’s AEP for 2019 coverage, if they switched to the plan best suited to their personal prescription drug needs.

### More MA shoppers used eHealth's medical provider network look-up tool

- 47 percent of MA customers used eHealth's provider network tool, an increase from 5 percent the year before.

### Percent of MA Enrollees Using eHealth's Medicare Provider Network Look-up Tool<sup>3</sup>



**eHealth's provider network tool:** As a part of the online shopping experience at eHealth, the tool allows users to see which Medicare insurance products are accepted by their preferred doctors and hospitals.

## Notes

<sup>1</sup> The online enrollment figures included in this report are based on submitted applications for MA and Medigap products during the fourth quarter (October through December) of 2017 and 2018. This includes the Medicare Annual Enrollment Period, which ran from October 1 through December 7 in both years. Unless otherwise noted, “MA” and “Medicare Advantage” are used in this report to refer to all Medicare Advantage products, including those that offer prescription drug coverage (elsewhere referred to as “MAPD plans”).

<sup>2</sup> Statistics on computer, smartphone and tablet ownership were first reported in eHealth’s [Medicare Consumer Survey](#), published on February 19, 2019. More than 2,000 responses were collected.

<sup>3</sup> Figures on eHealth customers’ use of the company’s prescription drug coverage comparison tool and its provider network look-up tool were first reported in eHealth’s [Medicare Index Report: Annual Enrollment Period for 2019 Coverage](#).

# About eHealth<sup>®</sup>

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