



ACA Half-Time Report: Open Enrollment Costs, Trends & Consumer Sentiments

November 2020

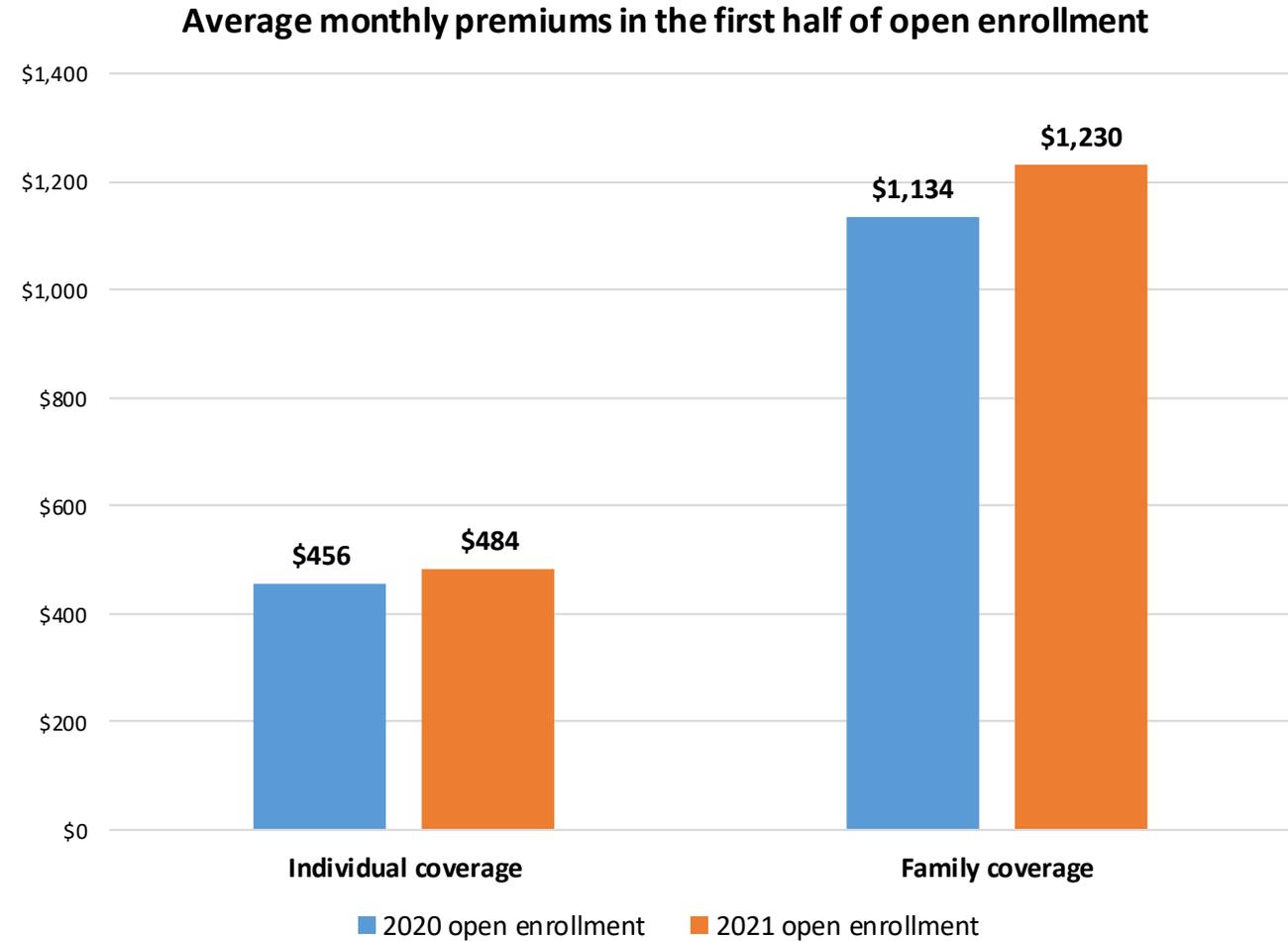
Study Overview

This report presents an analysis of costs and trends among consumers not receiving government subsidies who selected Affordable Care Act (ACA) insurance plans through eHealth during the first half of the nationwide open enrollment period for 2021 coverage, which is scheduled to end December 15, 2020. The report also includes results from a survey of ACA plan enrollees who purchased their coverage at eHealth. Highlights:

- **Average premiums increase for individuals and families:** Average monthly premiums for individual plans selected by eHealth customers increased 6% compared to last year during this period (from \$456 to \$484), while family premiums increased 8% (from \$1,134 to \$1,230).
- **Silver plans take the lead from Bronze for the first time:** 39% of eHealth's unsubsidized customers selected Silver plans, while 34% selected Bronze plans – the first time this has happened since eHealth began tracking ACA trends in its report for the 2014 open enrollment period.
- **EPO plans continue to increase in popularity:** 37% of individuals and families selected EPO-style plans, compared to 31% during last year's open enrollment; 45% selected HMO-style plans, compared to 49% last year.
- **The coronavirus crisis is motivating young people to reconsider coverage options:** 48% of survey respondents age 25 to 34 say the pandemic has made them more likely to reconsider their coverage options, compared to 18% of those age 55 to 64.

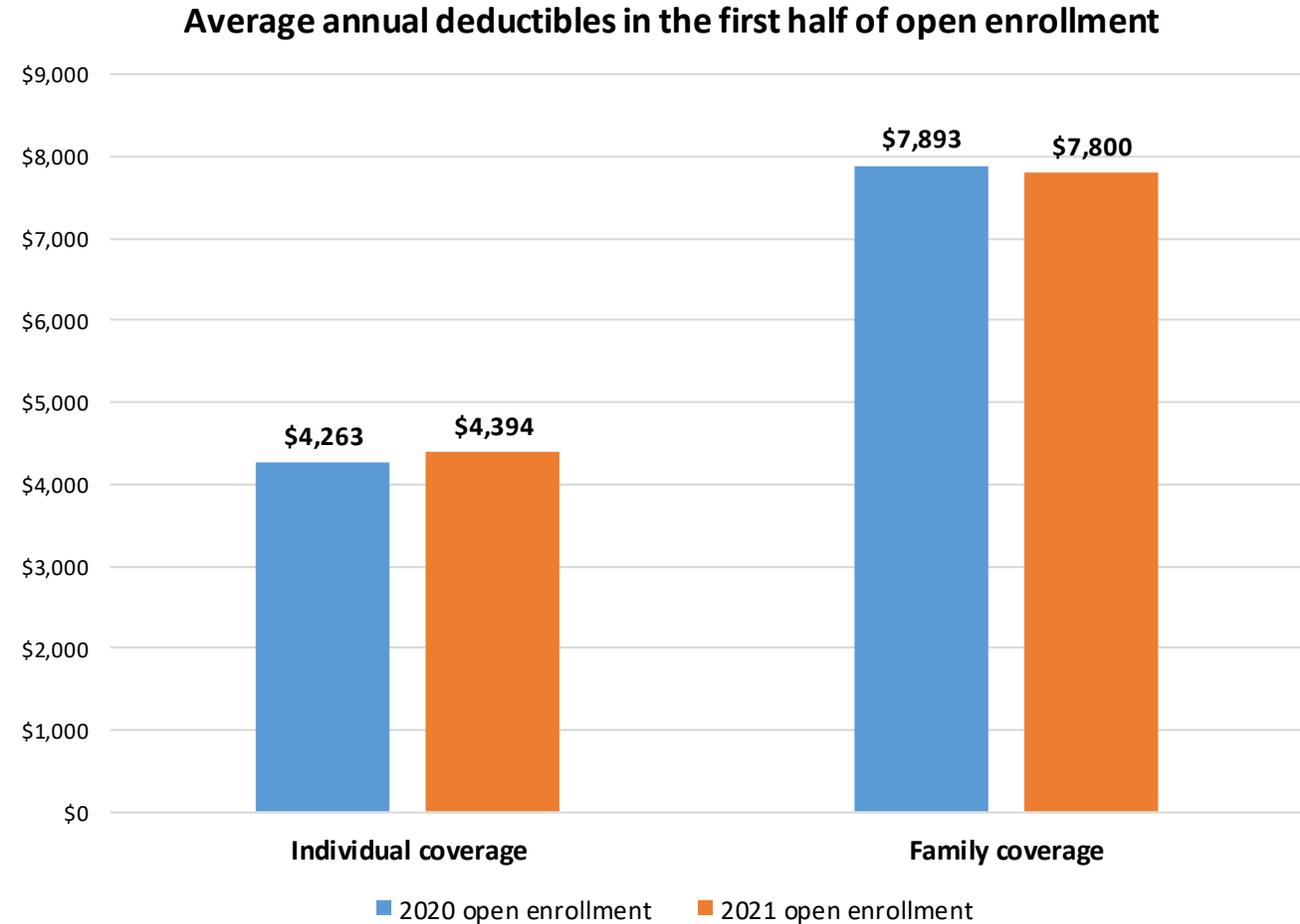
Average premiums are up 6% for unsubsidized individuals and 8% for families in the first half of open enrollment

- \$484 was the average premium for individual plans, compared to \$456 in the first half of last year’s open enrollment period.
- \$1,230 was the average monthly premium for family plans, compared to \$1,134 last year.



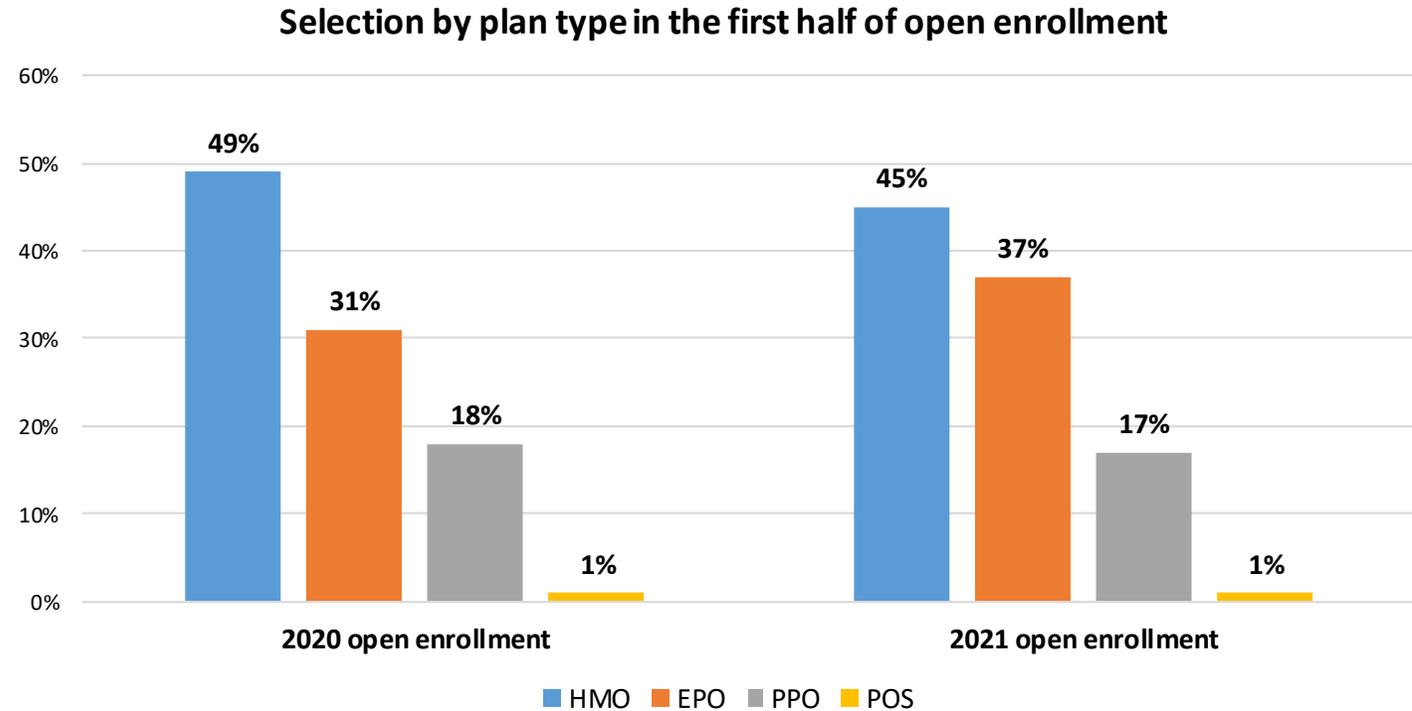
Average deductibles are up 3% for individuals and down 1% for families in the first half of open enrollment

- \$4,394 was the average deductible for individual plans among consumers not receiving subsidies, compared to \$4,263 in the first half of last year’s open enrollment period.
- \$7,800 was the average deductible for family plans, compared to \$7,893 last year.



HMO and EPO plans continue to dominate consumer choice among unsubsidized enrollees

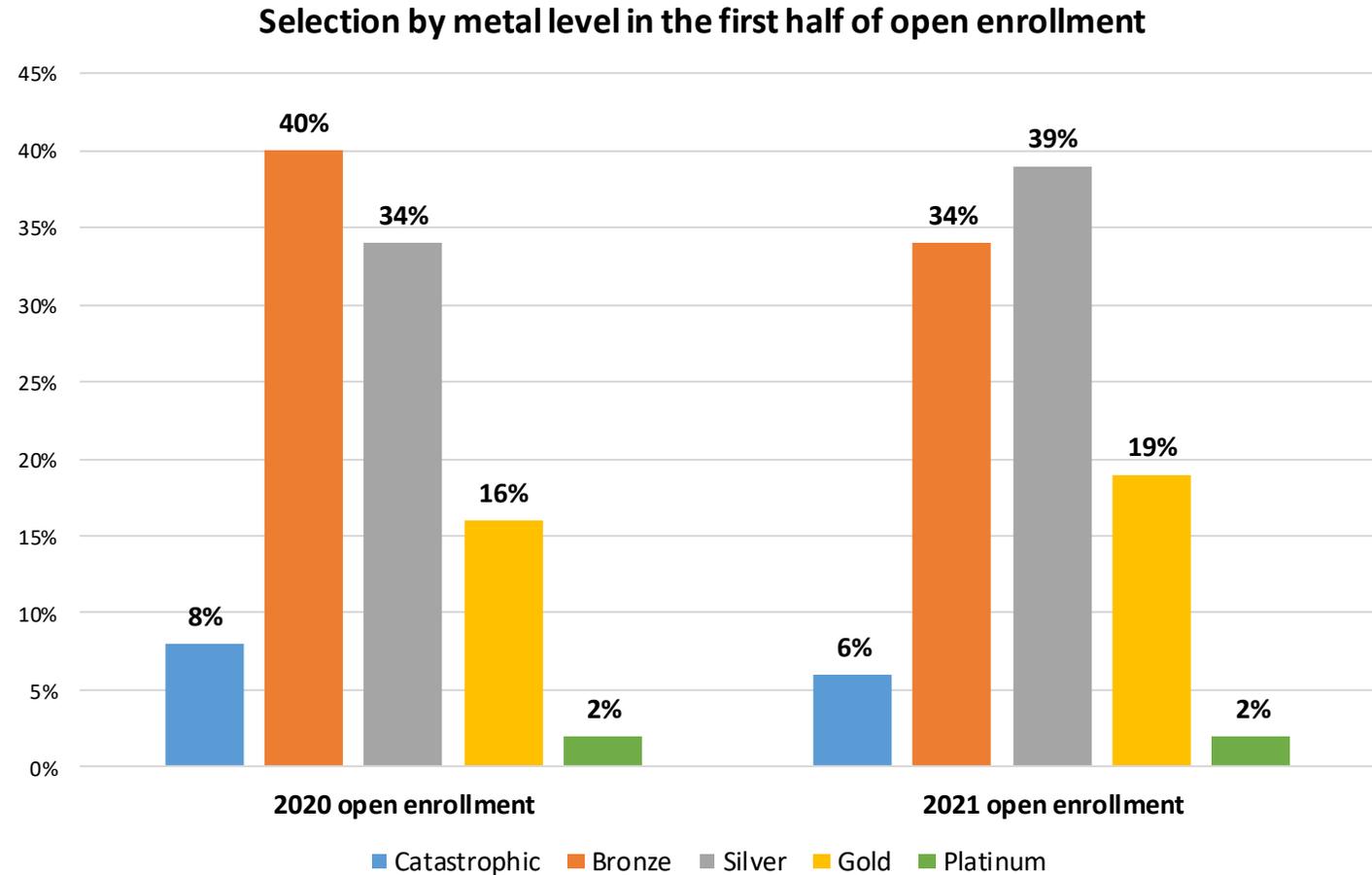
- 45% selected HMO-style individual and family plans in the first half of the 2021 open enrollment period, compared with 49% the year before.
- 37% selected EPO-style individual and family plans in the first half of the 2021 open enrollment period, compared with 31% the year before.



A note on plan types: Health Maintenance Organization (HMO) plans typically require members to coordinate care through a primary care physician, while Preferred Provider Organization (PPO) plans typically allow members greater freedom to select their own doctors and self-refer to specialists. Exclusive Provider Organization (EPO) and Point of Service (POS) plans often combine elements of both HMO and PPO plans.

Silver plans take the lead among unsubsidized ACA enrollees for the first time

- 39% selected Silver plans in the first half of the 2021 open enrollment period, compared with 34% last year.
- 34% selected Bronze plans, compared to 40% last year.
- 19% selected Gold plans, compared to 16% last year.
- 6% selected Catastrophic plans, compared to 8% last year.
- 2% selected Platinum plans, compared to 2% last year.

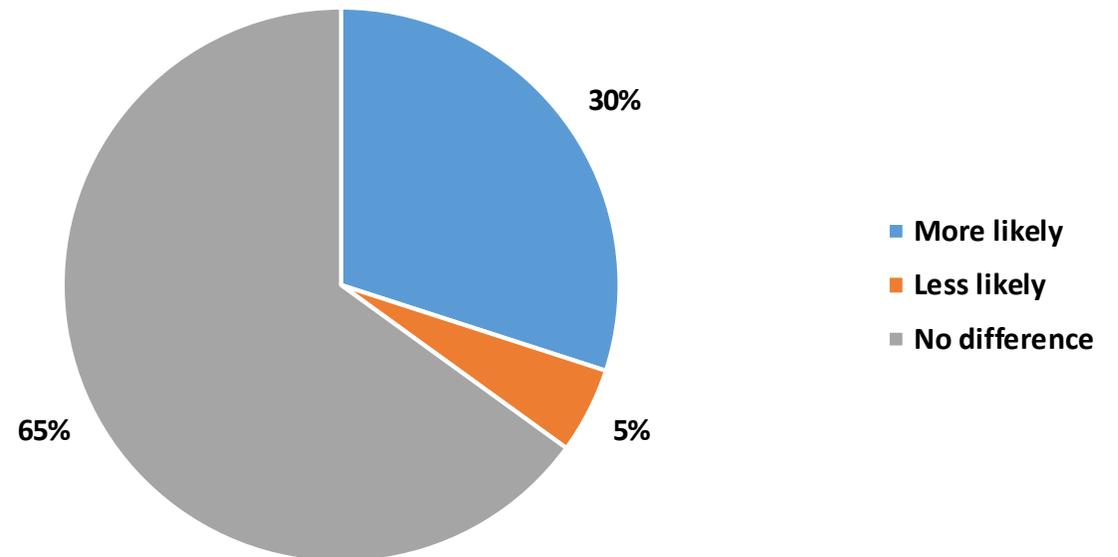


A note on metal levels: Plan selection trends may be driven in part by changes in the pricing and availability of different metal levels. Catastrophic plans are primarily limited to enrollees under age 30.

Three in ten say the coronavirus crisis has made them more likely to reconsider their options this open enrollment season

- 30% say the coronavirus crisis has made them more likely to reconsider their coverage options this enrollment season.
- 5% say the crisis has made them less likely to review their coverage options.
- 65% say the crisis has had no effect on the likelihood they will reconsider their coverage options.

Does (or did) the ongoing coronavirus crisis make you more or less likely to reconsider your coverage options this year?

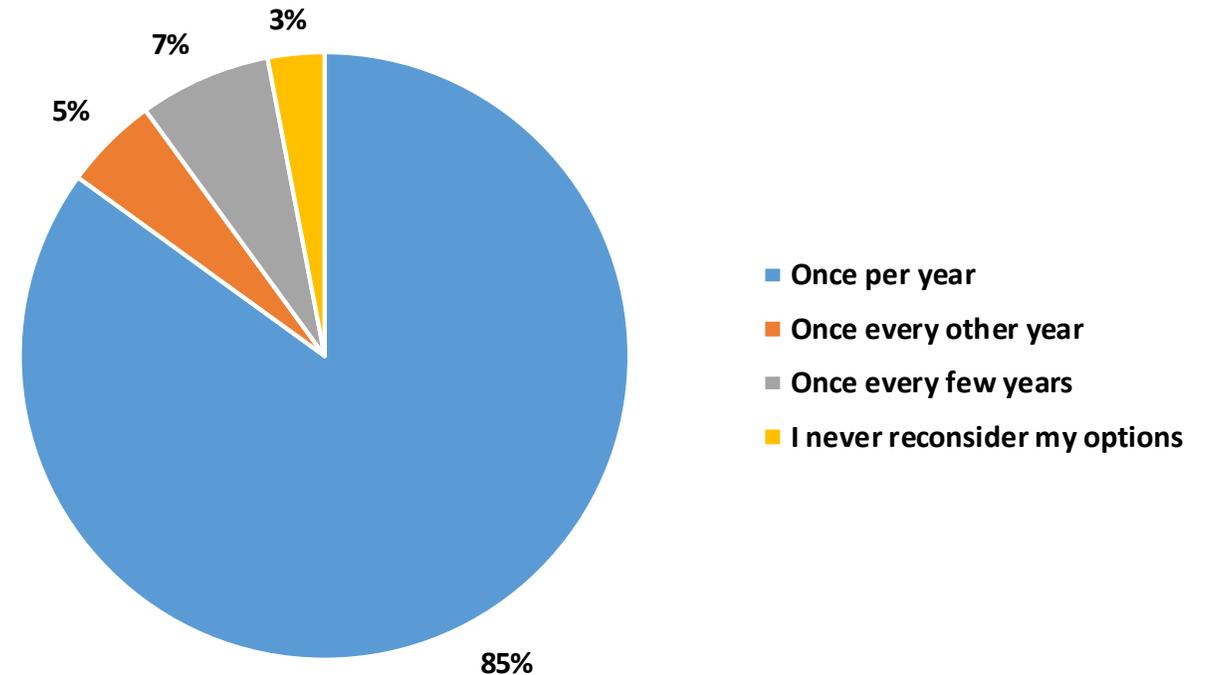


Younger enrollees are more likely to cite the coronavirus as motivation to reconsider coverage options: 48% of those age 25 to 34 say the coronavirus crisis made them more likely to reconsider their coverage options, compared to 18% of those age 55 to 64.

Most enrollees say they review their health insurance options annually

- 85% review their health plan options once per year.
- 5% review their options once every other year.
- 7% review their options once every few years.
- 3% say they never review their coverage options.

About how often do you reconsider your ACA health insurance options?



More than a third say their coverage needs have changed, but the young were more likely to say so than older enrollees: Overall, 39% of respondents say their personal finances or medical needs have changed since they enrolled in their current health insurance plan; 45% of enrollees age 25 to 34 say their needs or finances have changed, compared to 32% of those age 55 to 64.

Methodology Note

This report's findings are based solely on submitted applications for individual and family plans compliant with the Affordable Care Act (ACA) received by eHealth between November 1 and November 20, 2020. Comparisons are drawn with cost and trend data for the first half of open enrollment the year prior. Only submitted applications for individuals and families not receiving government subsidies are included in the analysis of costs and plan selection trends. In order to provide a more representative snapshot of costs and trends, data from the state of Ohio was excluded due to the unusual nature of products sold by eHealth in that state. Changes in average costs and plan selection year over year may be explained by a number of factors including changes to premiums, the introduction of new products, changes in the average age of eHealth customers, and others.

Survey findings presented in this report are based on a voluntary survey of individual and family health insurance plan enrollees who purchased ACA-compliant health insurance plans through eHealth. The survey was conducted between November 13 and 16, 2020, and a total of 415 responses were collected.

All figures have been rounded to the nearest full dollar or nearest full percentage point. Actual premiums, deductibles and other features of specific plans may vary from the average numbers shown.

About eHealth[®]

eHealth, Inc. (NASDAQ: EHTH) operates a leading health insurance marketplace at eHealth.com and eHealthMedicare.com with technology that provides consumers with health insurance enrollment solutions. Since 1997, we have connected more than 8 million members with quality, affordable health insurance, Medicare options, and ancillary plans. Our proprietary marketplace offers Medicare Advantage, Medicare Supplement, Medicare Part D prescription drug, individual, family, small business and other plans from over 180 health insurance carriers across fifty states and the District of Columbia.