

Keeping Informed About Changes to Your Medicare Coverage

*eHealth Original Research
August 2024*

Introduction & Highlights

Nearly all (99%) of the 500+ Medicare beneficiaries who responded to our latest survey agree that they need to know about it when their health benefits are changing. And no wonder, because changes to your costs and coverage can have a profound impact on your quality of life and financial wellbeing.

Unfortunately, too few are doing what's necessary to keep abreast of changes to their Medicare coverage. With Medicare's Annual Enrollment Period (AEP) just a few months away and significant plan revisions expected for 2025, we wanted to see how well attuned beneficiaries are to changes in their coverage, and specifically how informed they are about the "Annual Notice of Change" (ANOC) letters that are sent to many beneficiaries.

What we found illustrates the need for greater consumer awareness ahead of AEP:

Few carefully read mail from their insurers: Only 48% of Medicare beneficiaries say they carefully read the mail they receive from their insurance company.

Too few understand how much coverage can differ from one plan to another: 51% of Medicare beneficiaries believe – incorrectly – that benefits under most Medicare plans are "basically the same."

Most find it hard to understand their Annual Notice of Change letter: Only 36% of Medicare Advantage and Part D plan enrollees find their Annual Notice of Change letter readily understandable.

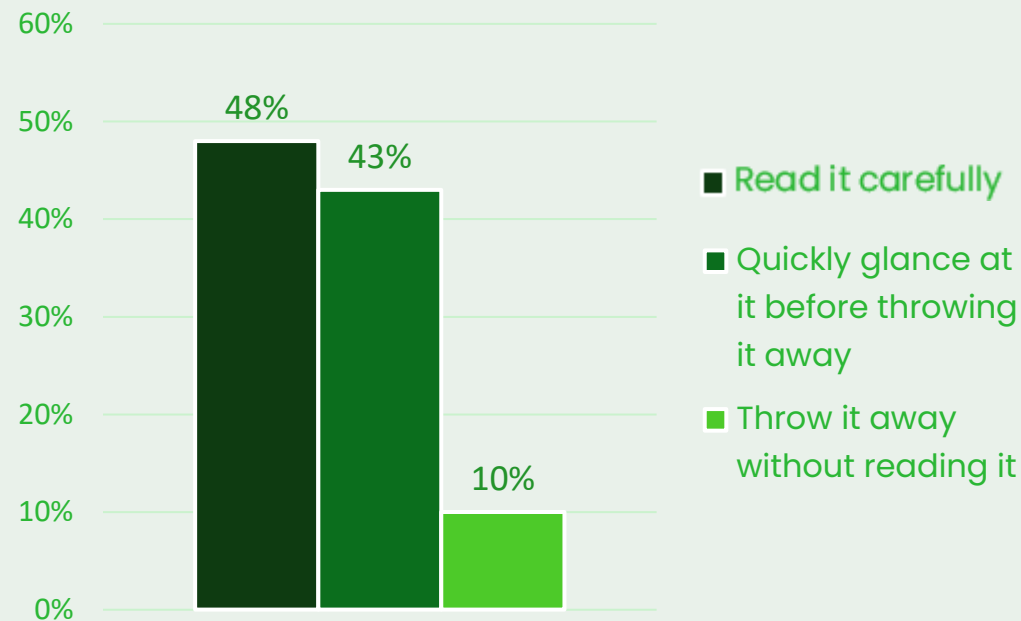
Few make coverage changes: 81% of beneficiaries have been enrolled in their current plan for two years or more; 51% have never made a change to their Medicare coverage.

The Challenge of Keeping Up with Plan Changes

Too few carefully read mail from their insurers that may inform them of coverage changes

- Only 48% of Medicare beneficiaries say they carefully read mail they receive from their insurance company.
- 43% say they give it a quick glance before throwing it away.
- 10% say they toss out mail from their insurance company without even reading it.

When you receive mail from your insurance company, what do you do with it?



Too many are unaware of the significant variation that can exist between different Medicare plans

- 51% believe that coverage under most Medicare plans is “basically the same.”
- In fact, coverage details and out-of-pocket costs can vary significantly from one Medicare Advantage or Part D plan to another (or between Medicare Supplement plan types).

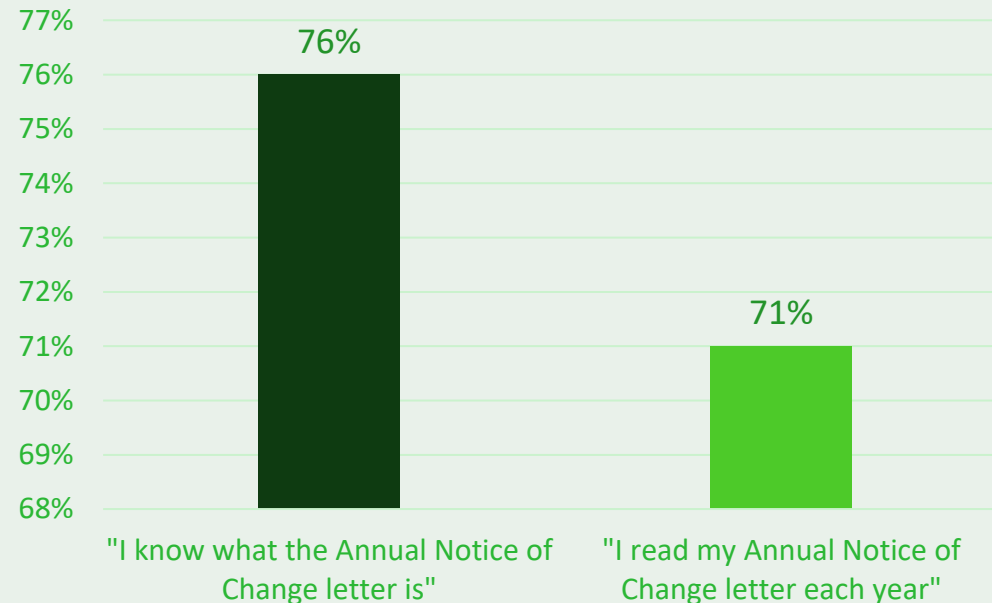
Totals may add to more or less than 100% due to rounding.

The Annual Notice of Change Letter

Most beneficiaries say they are familiar with their Annual Notice of Change letter

- 76% of Medicare Advantage and Part D Plan enrollees claim they know about the Annual Notice of Change letter from their insurer.
- 71% claim to read their Annual Notice of Change letter each year.
- The purpose of the letter is to inform them of upcoming changes to their Medicare plan.

How familiar are you with your Medicare plan's Annual Notice of Change (ANOC) letter?



However, relatively few find their annual notice of change letter easy to understand

- Only 36% say the Annual Notice of Change letter from their Medicare insurer is readily understandable.

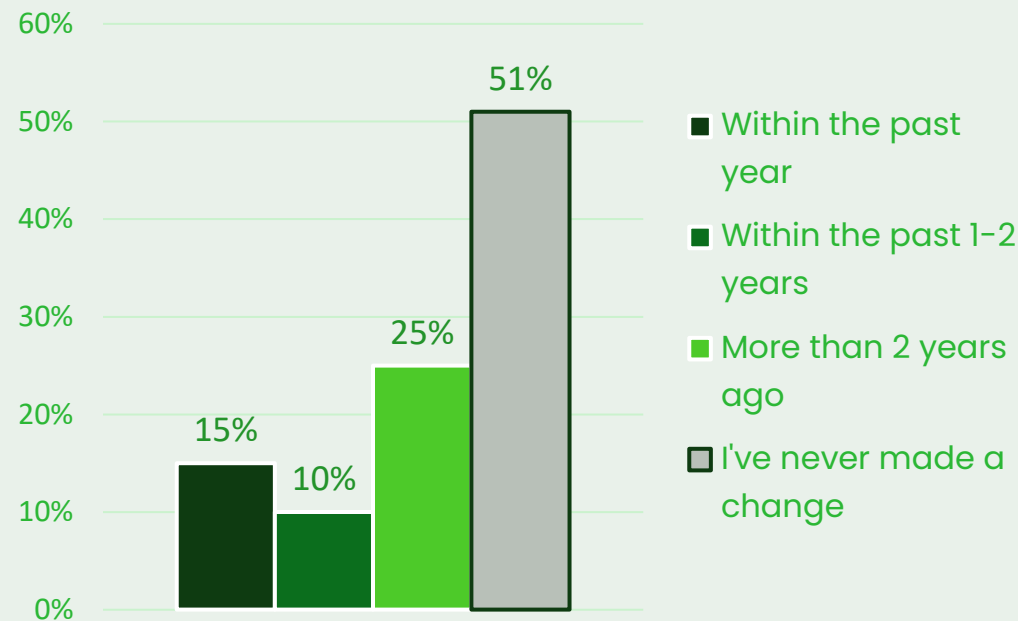
Findings on this page based on questions asked only of Medicare Advantage and Part D plan enrollees; other typically do not receive Annual Notice of Change letters.

Many May Be Overdue to Review Their Coverage Options

Half of Medicare beneficiaries have never made a change to their coverage

- 15% say they have made a change to their Medicare coverage within the past year.
- 35% say they made a change to their coverage within the past 1 or more years.
- Half (51%) say they have never made a change to their Medicare coverage.

When was the last time you made a change to your Medicare coverage?



Most have been enrolled in their current plan for more than two years

- 80% of Medicare beneficiaries say they have been enrolled in their current form of Medicare coverage for more than two years.

Totals may add to more or less than 100% due to rounding.

Methodology Note

Findings in this report are based on a survey of over 500 Medicare beneficiaries drawn from the general population. The survey was conducted in July of 2024, using a third-party survey tool. Throughout this report, percentages have been rounded to the nearest full percentage point and may add to slightly more or less than 100 percent.

About eHealth (NASDAQ: EHTH)

We're Matchmakers. For over 25 years, eHealth has helped millions of Americans find the healthcare coverage that fits their needs at a price they can afford. As a leading independent licensed insurance agency and advisor, eHealth offers access to over 180 health insurers, including national and regional companies.

For more information, visit ehealth.com or follow us on [LinkedIn](#), [Facebook](#), [Instagram](#), and [X](#). Open positions can be found on our [career page](#).

Media inquiries, please contact: pr@ehealth.com