



Medicare Annual Enrollment Period Consumer Insights

*eHealth Original Research
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Introduction

This year's Medicare Annual Enrollment Period (AEP) promises to be a watershed event. Between regulatory changes, market dynamics, and inflationary pressure, a significant percentage of Medicare Advantage and Part D plans are expected to update premiums and adjust their benefits for 2025. Some are even withdrawing from local markets.

As a result, more beneficiaries than ever could find themselves in desperate need of a new Medicare plan for the coming year.

In this report, based on a survey of more than 1,200 Medicare beneficiaries, we learn that while most intend to review their coverage options this year, few are well informed about how their current plan may be changing.

When asked about their biggest concerns, beneficiaries cite out-of-pocket costs, benefit changes, and prescription drug coverage, and many tell us they have experience life changes in the past year that suggest reviewing their coverage options for 2025 is in order.

Most would like to see Medicare extend benefits for things like dental and vision care, but not if it means Medicare won't be there for future generations. A strong majority of beneficiaries say that the sustainability of Medicare is a top-three voting issue for them this year.

As described in these pages, we were also interested to discover broad support for an AEP extension: in a year when politics will distract most everyone and Thanksgiving comes late, most Medicare beneficiaries want more time to review their 2025 coverage options.

Highlights

Medicare sustainability is on voters' minds this year: 84% of Medicare beneficiaries say that ensuring the future of the Medicare program is one of their top-three voting priorities in this year's presidential election.

Most Medicare beneficiaries are satisfied with their coverage, but few are informed about changes coming in 2025: 92% of Medicare Advantage enrollees and 95% of Medicare Part D plan enrollees are satisfied with their current plans but only three in 10 have read their Annual Notice of Change letter about upcoming changes to costs and benefits.

Out-of-pocket costs, benefit changes, and Rx coverage top the list of beneficiaries' concerns: 73% are worried about their out-of-pocket costs for medical care; 53% are worried about changes to their Medicare insurance benefits; 50% are worried about changes to their prescription drug coverage.

Most beneficiaries want an AEP extension: Given the distraction of the presidential election and the late Thanksgiving holiday, 75% of beneficiaries would like to see AEP extended this year; 68% would like to see future AEPs tied to their birth month, rather than having a single AEP for everyone each fall.

Many have experienced life changes in the past year that suggest a change of coverage may be in order: 47% of all respondents say their personal financial situation has changed; 43% began seeing a new healthcare provider; 40% started using a new prescription drug.

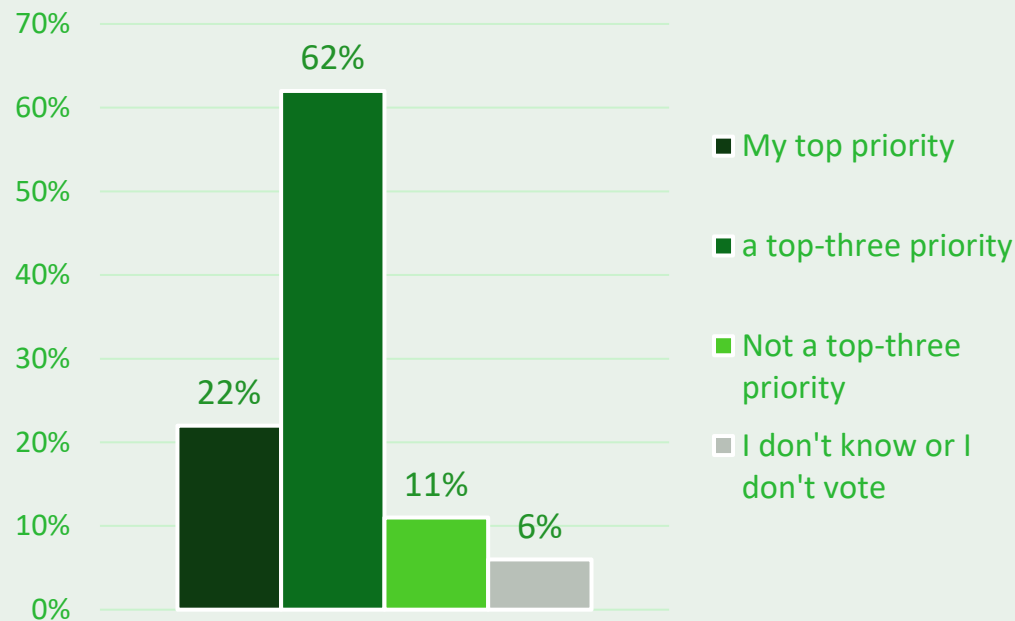
Most want expanded Medicare benefits, but not if it risks Medicare's sustainability: 92% say they would like to see new benefits for dental, vision, and hearing care. However, 75% say that ensuring Medicare is available for future generations is more important than adding new benefits.

Medicare as a Voting Priority

The future of Medicare is a top-three voting priority for 84% of beneficiaries

- 22% say the sustainability of Medicare is their top voting priority this year.
- An additional 62% say the issue ranks among their top three voting issues.
- 11% say it's not a top-three voting issue for them.

How does the sustainability of Medicare rank as a voting issue for you this year?



Democrat voters are more likely to cite Medicare sustainability as a top issue

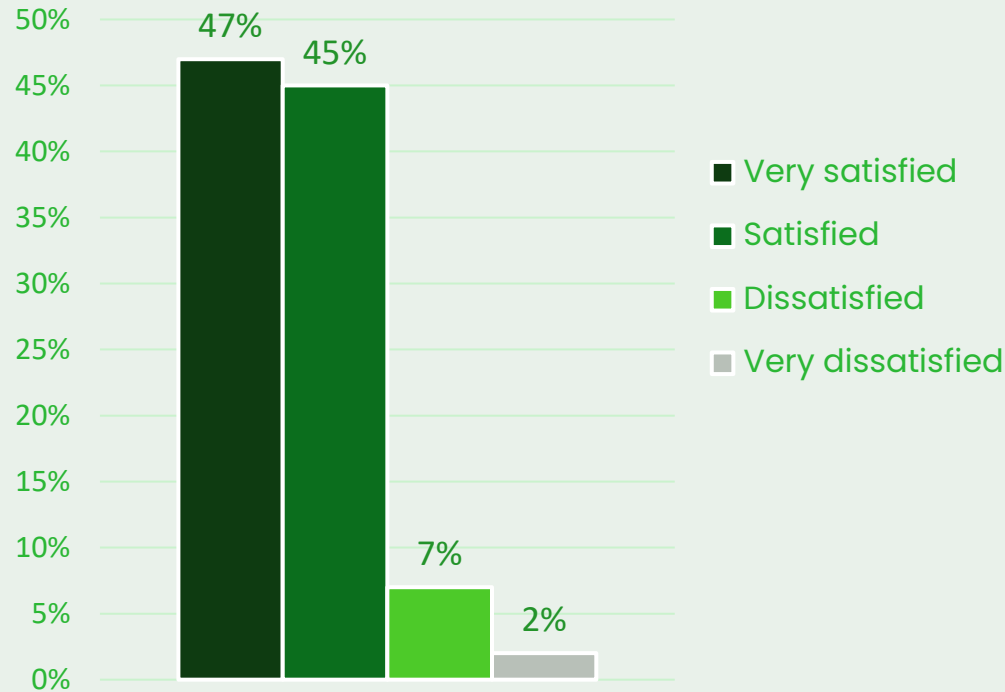
- 21% of Democrat voters say the future sustainability of Medicare is their number one voting issue this fall, compared to 14% of Republican voters.

Satisfaction with Medicare Coverage

Most Medicare beneficiaries are happy with their current plan

- 47% say they are “very satisfied” with their current Medicare plan.
- An additional 45% are “satisfied” with their plan.
- Only 9% express dissatisfaction with their Medicare coverage.

How satisfied are you with your current Medicare coverage?



Satisfaction is high with Medicare Advantage, Medicare Supplement, & Medicare Part D plans

- 92% of those enrolled in Medicare Advantage are satisfied with their coverage.
- 96% of those enrolled in Medicare Supplement are satisfied with their coverage.
- 95% of those enrolled in a Medicare Part D plan are satisfied with their coverage.

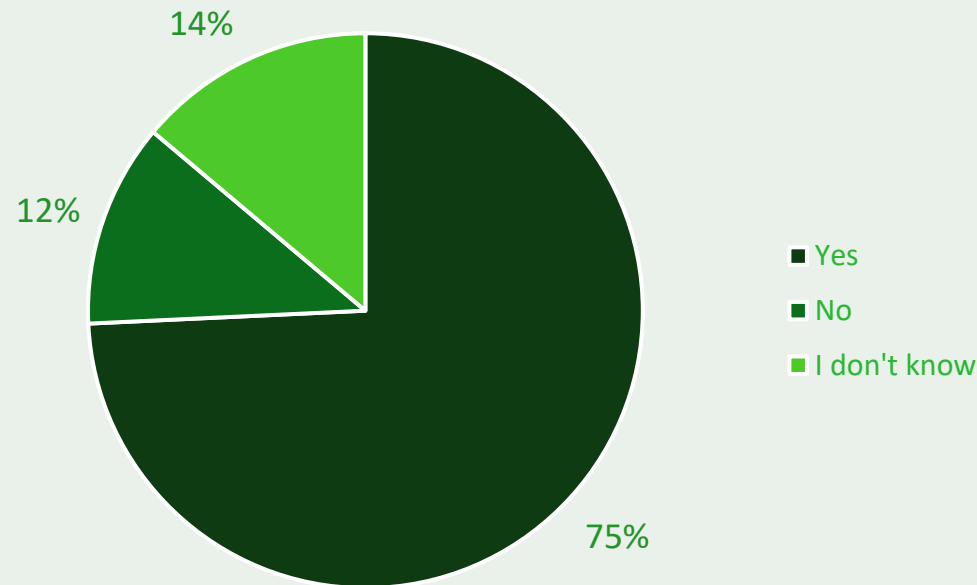
Percentages may add to more or less than 100% due to rounding.

Intentions for the Annual Enrollment Period

Three quarters intend to review their options this Annual Enrollment Period (AEP)

- 75% intend to review their Medicare coverage options during AEP.
- Only 12% do not intend to review their options.
- 14% are uncertain.

Do you intend to review your 2025 Medicare options during AEP this year?



Few are informed about possible changes to their current Medicare plan

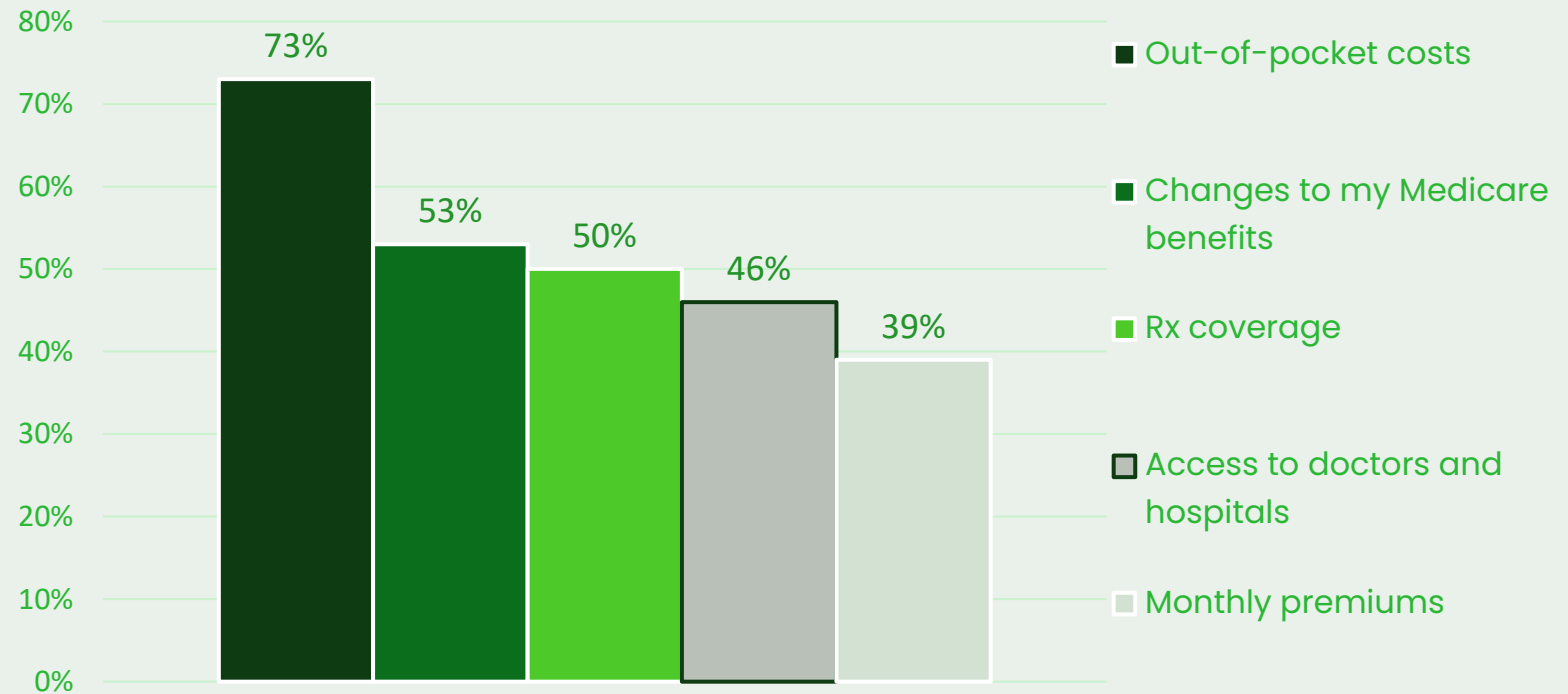
- Among beneficiaries enrolled in a Medicare Advantage or Medicare Part D plan, only 30% have read their Annual Notice of Change letter, describing potential changes to their plan costs and benefits for 2025.

Top Healthcare Concerns

Out-of-pocket costs and benefit changes top list of beneficiaries' worries

- 73% say they are worried about their out-of-pocket costs.
- 53% are worried about changes to their Medicare benefits.
- 50% are worried about changes to their prescription drug coverage.

What are your three biggest worries when it comes to your healthcare?



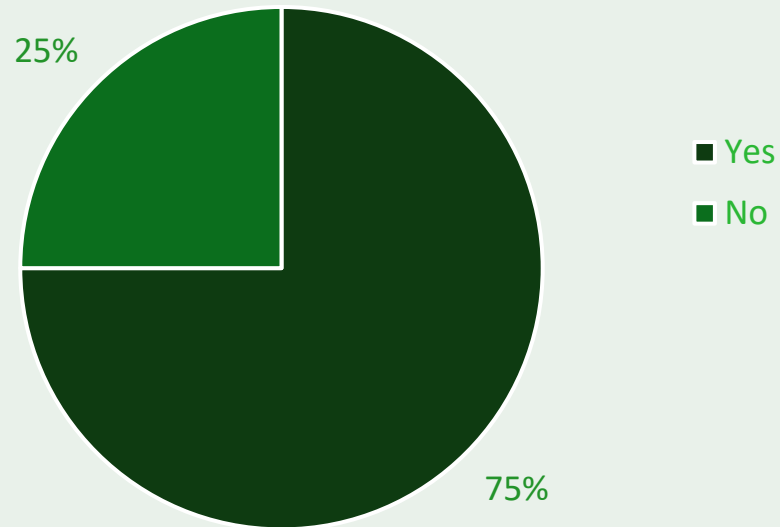
Respondents were allowed to choose up to three options.

Changing the Annual Enrollment Period

Most beneficiaries want an extension of this fall's Annual Enrollment Period

- 75% say they would support an extension of AEP this fall due to the distractions of the presidential election and the late Thanksgiving holiday.
- 25% would not support an extension.

Would you support extending this Medicare Annual Enrollment Period due to the election and late Thanksgiving holiday this year?



A majority support tying Annual Enrollment to their birth month

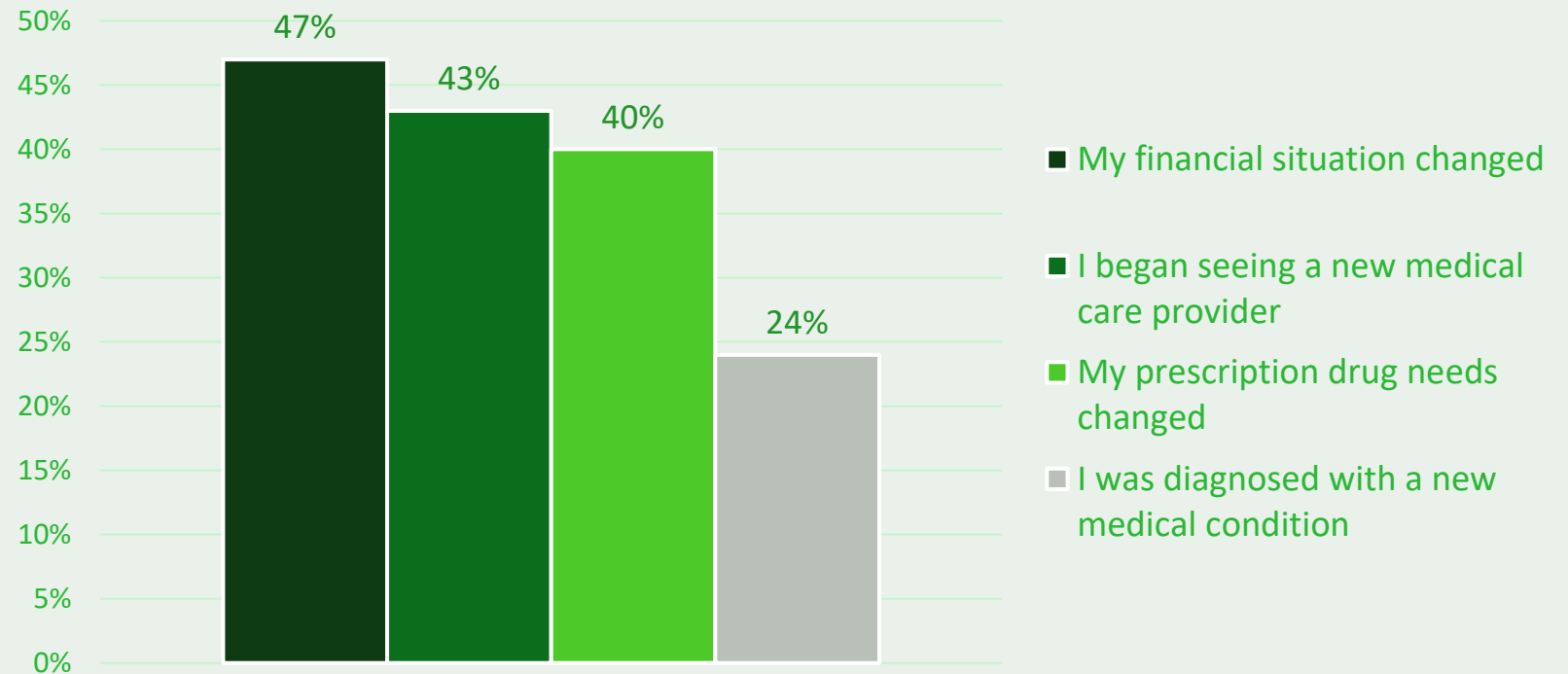
- 68% of Medicare beneficiaries say they would rather have a personal annual enrollment period aligned with their birth month than a single nationwide Annual Enrollment Period for everyone at the same time.

Life Changes in the Past Year

Many experienced life changes that suggest reviewing plan options may be in order

- 47% say their financial situation has changed in the past year.
- 43% began seeing a new healthcare provider.
- 40% say their prescription drug needs changed.
- 24% were diagnosed with a new medical condition.
- **Overall, 62% of respondents cited at least one of these life changes.**

Did any of the following apply to you in the past year?

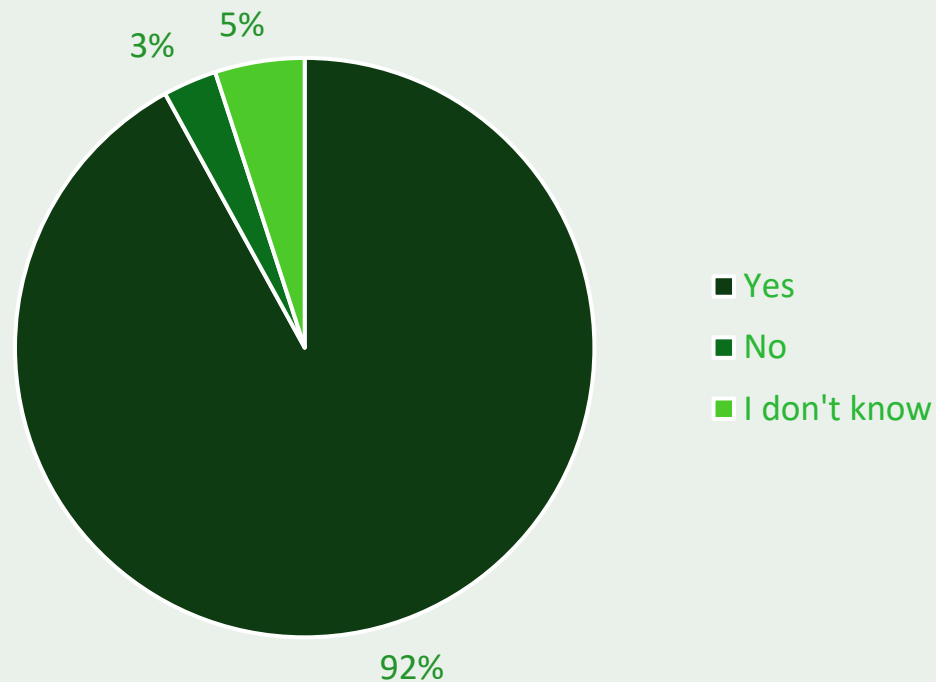


Expanding Medicare Benefits

Most would like to see dental, vision, and hearing benefits added to Medicare

- 92% support the idea of adding vision, dental, and hearing benefits to Medicare.

In your opinion, should Medicare benefits be extended to include vision, dental, and hearing?



However, they don't want benefit expansion to come at the cost of Medicare's sustainability

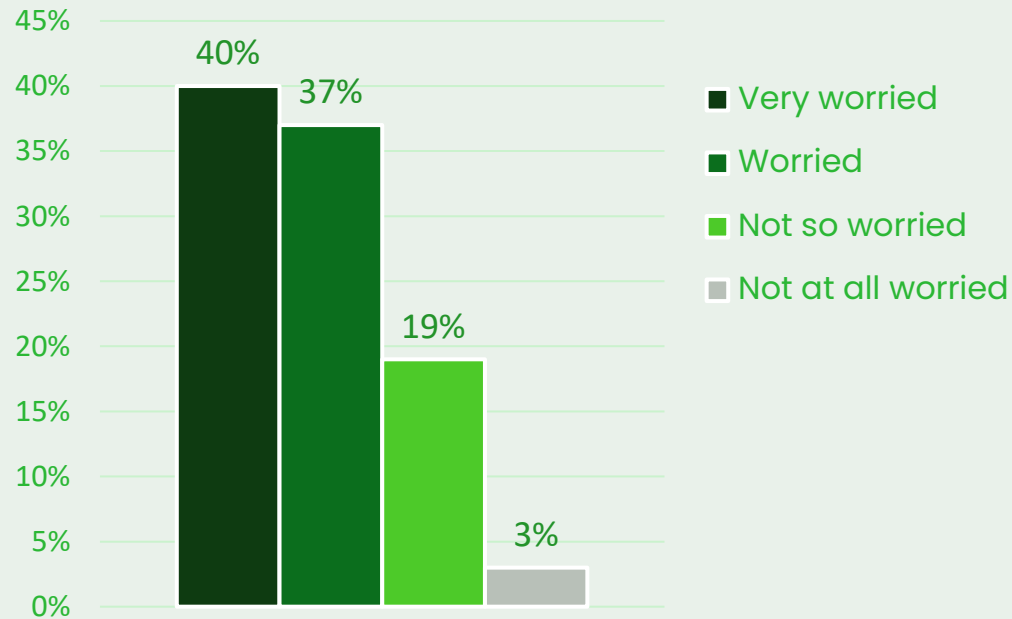
- 75% say that the sustainability of Medicare for future beneficiaries is more important than adding new benefits for today's beneficiaries.

Healthcare Costs and Inflation

Nearly eight in 10 worry about inflation’s impact on their healthcare

- 40% are “very worried” about inflation’s impact on healthcare costs.
- An additional 37% “are worried.”
- 19% say they are “not so worried.”
- 3% are “not at all worried.”

How worried are you about the impact of inflation on your healthcare costs?



Republican voters are more concerned about the impact of inflation

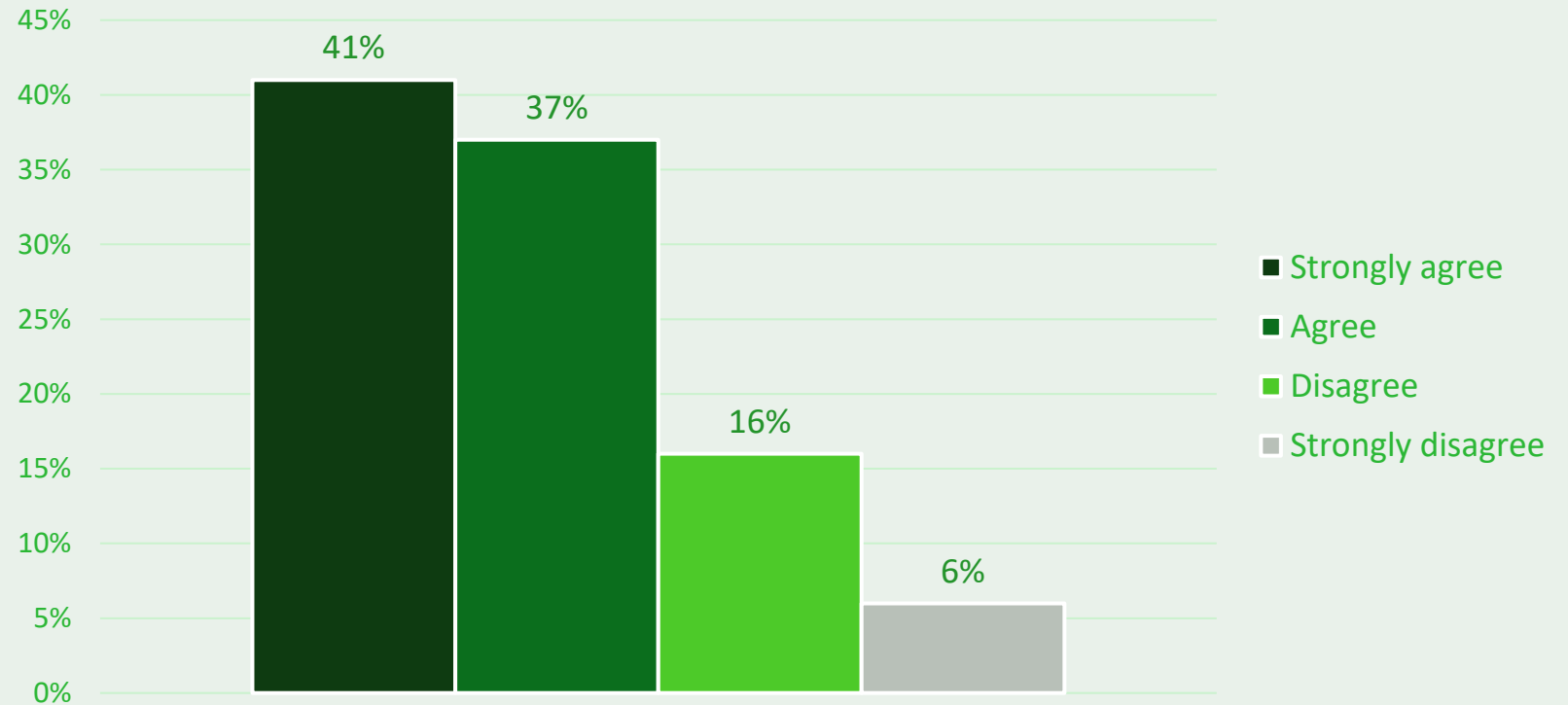
- 52% of Republican voters say they are “very worried” about the impact of inflation on their personal healthcare costs, compared to 32% of Democrat voters.

Frustration with Medicare ads

Beneficiaries are almost universally frustrated by Medicare ads during AEP

- 41% “strongly agree” that the number of Medicare ads they are subjected to during the Annual Enrollment Period is frustrating and overwhelming.
- An additional 37% “agree.”
- Only 22% of respondents disagree with the sentiment.

“I am frustrated and overwhelmed by the number of Medicare ads I get during Medicare’s Annual Enrollment Period (AEP).”



Methodology Note

Findings in this report are based on a survey of Medicare beneficiaries who purchased Medicare Advantage, Part D, or Medicare Supplement plans through eHealth, with coverage still in effect at the time of the survey. The voluntary, online survey was conducted by eHealth in September of 2024 and a total of 1,294 responses were collected. Throughout this report, percentages have been rounded to the nearest full percentage point and may add to slightly more or less than 100 percent. For the purposes of this report, respondents who identified themselves as most likely to vote for a Democrat candidate in any given election were considered Democrat voters, while those most likely to vote for a Republican candidate were considered Republican voters; those who said they were equally like to vote for a Democrat or Republican were considered Independent voters.

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