



Medicare Advantage Satisfaction and Awareness Survey
February 2020

Study Overview

This report presents results from a survey of Medicare Advantage enrollees who purchased their coverage through eHealth. It explores consumer familiarity with the special open enrollment period for Medicare Advantage and the various reasons that may inspire enrollees to make changes to their coverage. Highlights:

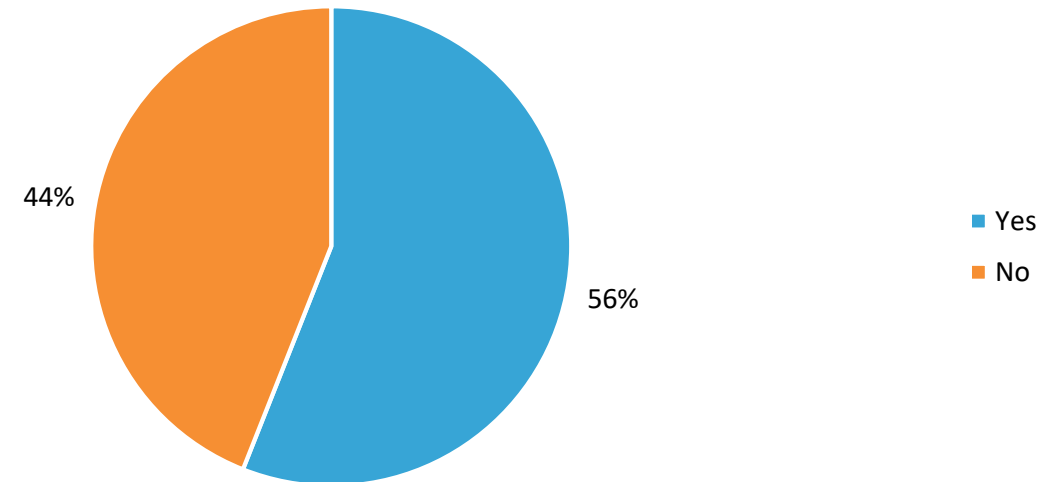
- **Women and lower-income enrollees are most likely to change plans:** 40% of women had changed from one Medicare Advantage plan to another, compared to 33% of men; 40% of those with incomes below \$25,000 had changed plans, compared to 29% of those with incomes over \$100,000.
- **Lower premiums and better prescription drug coverage drive changes:** Among those who had changed Medicare Advantage plans, the top two reasons cited were lower premiums (35%) and better prescription drug coverage (28%).
- **Growing awareness:** More than half (56%) of respondents were aware of the 2020 Medicare Advantage open enrollment period, compared to 49% last year.
- **Few intend to make coverage changes:** 5% of respondents intend change their Medicare Advantage coverage during the current open enrollment period; 84% are satisfied with their coverage.

Between January and March 2020, Medicare Advantage enrollees are allowed to switch from one Medicare Advantage plan to another or disenroll and return to Original Medicare (Parts A and B). eHealth's survey was conducted on a voluntary basis in January 2020 and a total of 1,086 responses were received.

Four in ten are unaware of the Medicare Advantage open enrollment period

- 56% of Medicare Advantage enrollees said they were aware of the open enrollment period that runs from January through March.
- 44% of Medicare Advantage enrollees were not aware of the open enrollment period allowing them to make changes to their Medicare Advantage coverage.

Are you aware of the January-March open enrollment period for people with Medicare Advantage?



Men were more aware of the special enrollment period: 59% of men said they were aware of the special Medicare Advantage enrollment period, compared to 54% of women.

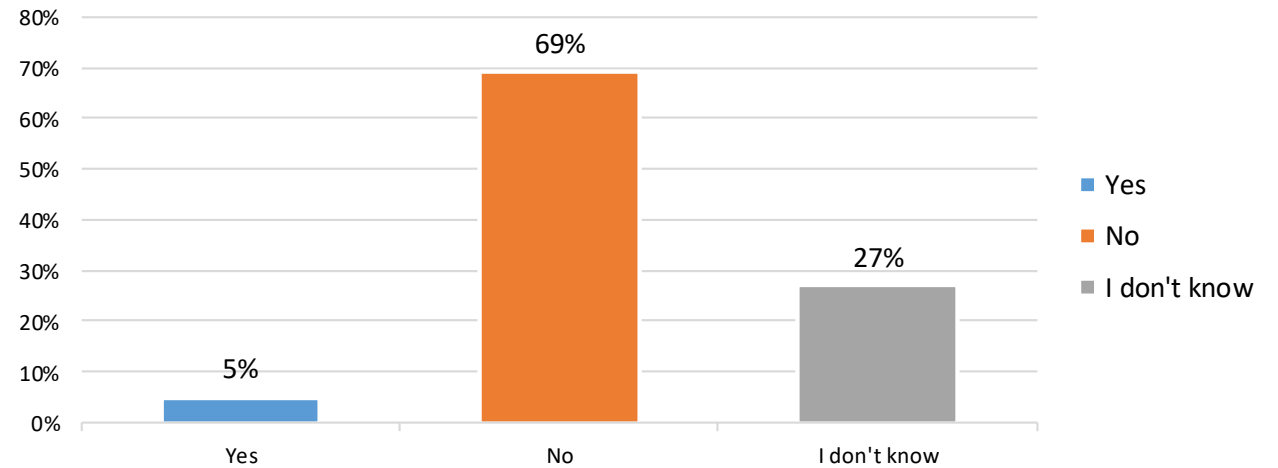
Awareness of the open enrollment period is growing: In a survey conducted in early 2019, 49% said they were aware of the open enrollment period for Medicare Advantage enrollees.*

* See eHealth's [Medicare Open Enrollment 2019: Costs and Sentiments](#) report, published May 2019.

Few intend to make changes to their Medicare Advantage coverage during the open enrollment period

- Nearly seven in ten (69%) of Medicare Advantage enrollees said they did not intend to make a change to their coverage.
- Only one in twenty (5%) intend to change their Medicare Advantage coverage.
- 27% are unsure if they will make a change to their coverage during this period.*

Are you likely to make any changes to your Medicare Advantage coverage during open enrollment?



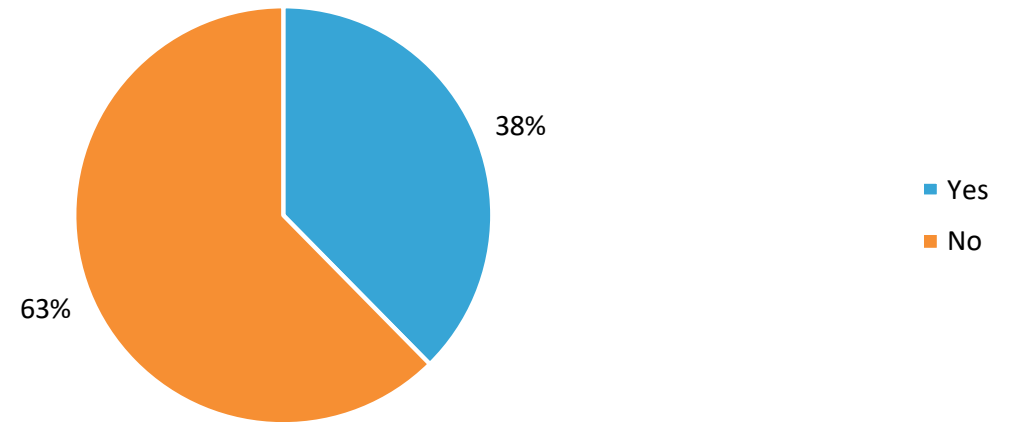
Men less likely to change Medicare Advantage coverage: 72% of men said they had no intention of changing their Medicare Advantage coverage during open enrollment, compared to 66% of women; 4% of men intend to make a change in coverage, compared to 5% of women.

Most Medicare Advantage enrollees are happy with their coverage: 84% of respondents expressed satisfaction with their coverage.

More than a third of Medicare Advantage enrollees have changed Medicare Advantage plans in the past

- 38% of respondents said they had switched from one Medicare Advantage plan to another at least once in the past.
- 63% said they had never had any Medicare Advantage other than their current plan.

Have you ever switched from one Medicare Advantage plan to another?



Women more likely to have made changes to their Medicare Advantage coverage: 40% of women said they had made a change to their Medicare Advantage coverage at least once in the past, compared to 33% of men.

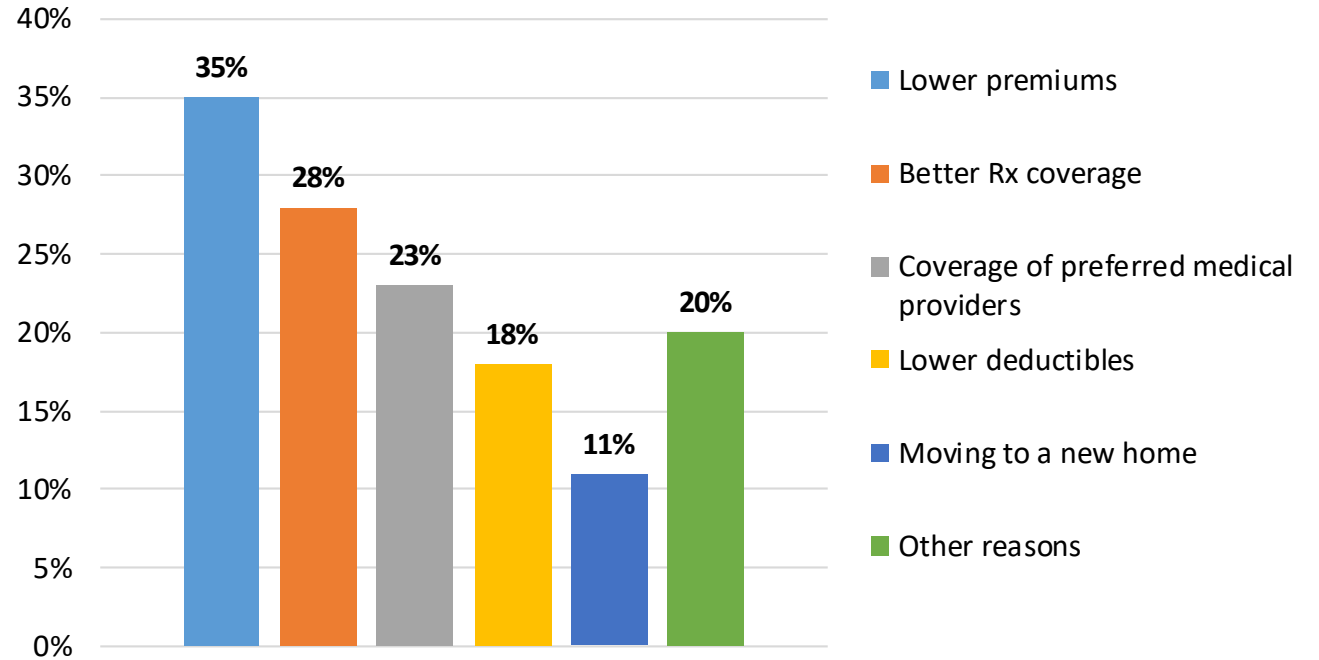
Septuagenarians were most likely to have made changes to their Medicare Advantage coverage: 49% of respondents age 71-79 said they had made changes to their Medicare Advantage coverage at least once in the past, compared to 28% of those age 65-70.

Lower-income respondents more likely to have made a coverage change in the past: 40% of those with a household income lower than \$25,000 per year had changed Medicare Advantage plans in the past, compared to 29% of those with an income over \$100,000 per year.

Lower premiums and better drug coverage top the reasons people change Medicare Advantage plans

- 35% of respondents said they had changed plans for lower premiums.
- 28% changed plans for better prescription coverage.
- 23% changed plans for coverage of their preferred doctors or hospitals.
- 18% changed plans for lower deductibles.
- 11% changed plans due to a move.

What caused you to switch from one Medicare Advantage plan to another in the past?*



* More than one response was allowed to this question.

Methodology Note

This report's findings are based on a voluntary survey of consumers who purchased Medicare Advantage plans through eHealth. The survey was conducted in January 2020 and a total of 1,086 responses were collected. All figures were rounded to the nearest full percentage point. Total percentages may add to slightly more or less than 100 due to rounding.

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