



Individuals and Families Pay Significantly Less for HSA-eligible Health Insurance Plans in 2005

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MOUNTAIN VIEW, Calif., May 10, 2006 - Individuals paid 17 percent less for HSA-eligible health insurance plans purchased through eHealthInsurance in 2005 than consumers who bought similar plans in 2004. On average, individual consumers paid \$114 in 2005 versus \$138 in 2004. This is significant when compared to the near doubledigit increases in health insurance premiums reported by other organizations over the past several years.¹ This and other data on HSA adoption in 2005 was released today in a semi-annual report by eHealthInsurance, the nation's leading online source of health insurance for individuals, families and small businesses.

The improved affordability of HSA-eligible plans may be the key factor leading uninsured Americans to HSAs. Forty-one percent of purchasers of HSA-eligible plans in the study reported being previously uninsured. The age groups that had the highest percentage of uninsured before purchasing an HSA-eligible plan are children and young adults up to age 29.

"Since their introduction in 2004, HSAs have been one of the fastest growing products in the consumer directed health care category, giving Americans more affordable health insurance plans and greater control of their health care dollars," says Gary Lauer, CEO of eHealthInsurance. "Our data verifies that HSAs are attractive to individuals and families who did not previously have health insurance. It is our goal to continue to provide transparency and choice in a highly complex environment so consumers can make the best health insurance decision for themselves and their families."

Lower insurance premiums coupled with a tax-favored savings account allow consumers to save money purchasing an HSA-eligible plan over a non-HSA-eligible plan. The opportunity to save on both insurance as well as taxes has proven to be attractive to moderate income Americans with 45 percent of HSA purchasers through eHealthInsurance earning \$50,000 or less annually.

As reported last June for the first half of 2005, HSA-eligible plans continue to include comprehensive benefits such as prescription drug coverage, hospitalization and doctor visits. The updated report released today includes information on the benefits offered in plans purchased in 2005.

To view the full report visit www.ehealthinsurance.com and click on "About Us" and then "Research."

About eHealthInsurance

Since its founding in 1997, eHealthInsurance (www.ehealthinsurance.com) has become the nation's leading online source of health insurance for individuals, families and small businesses. eHealthInsurance offers more than 5,000 health plans underwritten by more than 140 of the nation's leading health insurance companies. The company is headquartered in Mountain View, California.

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¹ Employer Health Benefits 2004 Annual Survey by Kaiser Family Foundation/HRET-released 2005