



Medicare Enrollment Videos: PlanPrescriber Launches New Videos to Explain Medicare Coverage Options During 2011 Annual Enrollment Period

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MAYNARD, MA, Dec 28, 2010 (MARKETWIRE via COMTEX) --

Today PlanPrescriber (www.planprescriber.com), a wholly-owned subsidiary of eHealth, Inc. (NASDAQ: EHTH), released five brief videos that provide a basic overview of Medicare Coverage Options for seniors and qualifying disabled Americans.

The videos are designed to provide Medicare beneficiaries, and their loved ones, with a high-level understanding of their coverage options during Medicare's open enrollment, the 2011 Medicare Annual Enrollment Period (AEP), which runs from November 15, 2010 through December 31, 2010.

The videos cover the following topics:

1. Medicare Options Overview: (Video run time is 7 minutes, 25 seconds -- <http://www.youtube.com/watch?v=heak8YzFy9w>)
2. Medicare Options Summary: (Video runs 1 minute, 7 seconds -- <http://www.youtube.com/watch?v=WV6FLI6uIVk>)
3. Original Medicare and Medicare Part D Coverage Summary: (Video run time is 2 minutes, 41 seconds -- <http://www.youtube.com/watch?v=YL4nSm0He1s>)
4. Medicare Advantage Coverage Summary: (Video run time is 2 minutes, 9 seconds -- <http://www.youtube.com/watch?v=-MXkNWfHkHI>)
5. Medicare Supplement Coverage Summary: (Video run time is 2 minutes, 16 seconds -- <http://www.youtube.com/watch?v=VzPdYB3nv0E>)

In most cases, Medicare beneficiaries who wish to make changes to their Medicare health plans for 2011 have more options for doing so during the AEP. These five videos are designed to help beneficiaries understand what their choices are before they begin to review their Medicare coverage options.

The videos are available on PlanPrescriber.com, the eHealth, Inc. Media Center, eHealth's YouTube page (www.youtube.com/ehealthinsurance), the eHealth blog, "Get Smart, Get Covered" located at blog.ehealthinsurance.com and on eHealth's Facebook page located at Facebook.com/eHealthInsurance.

About PlanPrescriber.com PlanPrescriber (www.planprescriber.com), a wholly-owned subsidiary of eHealth, Inc., is a leading provider of unbiased comparison tools and educational materials for Medicare Advantage, Medicare Part D Prescription Drug Plans, and Medicare Supplement insurance products. Medicare beneficiaries can take advantage of PlanPrescriber's no cost online advisor tools by logging on to www.PlanPrescriber.com, or by navigating to the Medicare sections of national pharmacy chain web sites, including Wal-Mart, Rite Aid, Kroger and others. PlanPrescriber is a tool designed to help Medicare recipients find a Medicare plan that covers their specific medical and prescription drug needs at the lowest possible out-of-pocket cost. The Centers for Medicare and Medicaid Services (CMS) has neither reviewed nor endorsed the information provided by PlanPrescriber.

For more news and information about health insurance, health reform and Medicare, visit eHealth's consumer blog: Get Smart - Get Covered.

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