



Medicare Enrollment: eHealth Highlights Consumer Education Resources as 2011 Enrollment Period Nears End

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MAYNARD, MA, Dec 29, 2010 (MARKETWIRE via COMTEX) --

Today eHealth, Inc (NASDAQ: EHTH), parent-company of PlanPrescriber (www.planprescriber.com), highlighted resources and shopping tips available to Medicare beneficiaries on the eHealth consumer blog, Get Smart - Get Covered. These resources are made available to help Medicare beneficiaries review their health coverage options during the final days of the 2011 Annual Enrollment Period (AEP).

A recent Opinion Research survey showed that over one third (34%) of seniors who plan to review their Medicare options put it off until the latter half of the AEP(1), which ends December 31, 2010. In many cases, Medicare beneficiaries who wish to make changes to their Medicare plan selections for 2011 must do so during the AEP.

Seniors and other Medicare beneficiaries who delayed reviewing their Medicare coverage options until the last minute may now find themselves in a rush. To help them educate themselves about their options, the following consumer tips and pitfalls -- created by PlanPrescriber -- are available at the Get Smart - Get Covered blog:

Medicare Annual Enrollment - Quick Links:

- Ten Costly Medicare Enrollment Mistakes, Part 1
- Ten Costly Medicare Enrollment Mistakes, Part 2
- Medicare Made Easy(er) Videos
- Medicare Enrollment Pitfalls 1: Drug Limitations
- Medicare Enrollment Pitfalls 2: The Donut Hole
- Medicare Enrollment Pitfalls 3: MediGap Pricing
- Medicare Enrollment Pitfalls 4: Late Enrollment Penalties
- Medicare Enrollment Pitfalls 5: Drug Formulary Changes

Additional resources for Medicare beneficiaries who have questions about their Medicare coverage options include the official U.S. Government website for Medicare, Medicare.gov; the Medicare hotline, 1-800-MEDICARE; their state's Medicaid Office; their local Social Security Office; or their State Health Insurance Assistance Program (SHIP). Medicare beneficiaries can also talk to a licensed Medicare health insurance agent to learn more about their options.

The "Medicare Plan Savings Finder" tool available at PlanPrescriber.com provides Medicare beneficiaries with a preview of their estimated total annual costs under all Medicare Part D Prescription Drug and Medicare Advantage plans. By entering the drugs they are currently prescribed, Medicare consumers are able to review plans and compare costs and benefits to find the right match for their needs and budget. Customer support from licensed eHealth agents is available by telephone seven days a week from 5am-5pm Pacific Time at 888-832-5927, TTY 888-407-5794. Medicare beneficiaries using PlanPrescriber can also contact licensed agents and representatives for personal assistance by email or online chat.

Footnotes:

(1) See December 20, 2010 PlanPrescriber press release: <http://news.ehealthinsurance.com/pr/ehi/medicare-enrollment-survey-finds-188981.aspx>

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 -- 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.

About eHealth eHealth, Inc. (NASDAQ: EHTH) is the parent company of eHealthInsurance, the nation's leading online source of health insurance for individuals, families and small businesses. Through the company's website, www.eHealthInsurance.com, consumers can get quotes from leading health insurance carriers, compare plans side by side, and apply for and purchase health insurance. eHealthInsurance offers thousands of individual, family and small business health plans underwritten by more than 180 of the nation's leading health insurance companies. eHealthInsurance is licensed to sell health insurance in all 50 states and the District of Columbia, making it the ideal model of a successful, high-functioning health insurance exchange. Through the company's eHealthTechnology solution (www.eHealthTechnology.com), eHealth is also a leading provider of health insurance exchange technology. eHealthTechnology's exchange platform provides a suite of hosted e-commerce solutions that enable health plan providers, resellers and government entities to market and distribute products online. eHealth, Inc. also provides powerful online and pharmacy-based tools to help seniors navigate Medicare health insurance options, choose the right plan and enroll in select plans online through its wholly-owned subsidiary, PlanPrescriber.com (www.planprescriber.com) and through its Medicare website www.eHealthMedicare.com.

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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