



## **eHealth Enters the 2015 Medicare Annual Election Period With An Enhanced Enrollment Experience for Seniors**

October 15, 2014

### **Seniors Can Have More Confidence in Their Medicare Decisions With eHealthMedicare's Industry-Leading Online and Telephonic Shopping Experience, World-Class Customer Support Team, and Its Deepest Catalog of Products Ever**

MOUNTAIN VIEW, CA -- (Marketwired) -- 10/15/14 -- Today eHealth, Inc. (NASDAQ: EHTH), which operates eHealthMedicare.com, one of the nation's leading private online marketplaces for private Medicare health insurance products, entered the 2015 Annual Election Period (AEP) with a wealth of enrollment resources designed to empower seniors to make the right coverage choices this year. The company is rolling out an enhanced online and telephonic shopping experience, a seasoned customer support team of licensed agents, and more Medicare health insurance products to choose from than ever before.

The 2015 AEP begins October 15, 2014 and is scheduled to continue through December 7, 2014. During this period, Medicare beneficiaries are free to enroll in, or make changes to their enrollments in, Medicare Advantage plans and Medicare Prescription Drug Plans. Changes made during the current Annual Election Period will become effective January 1, 2015.

"eHealth is open for business and ready to provide Medicare beneficiaries with the insight and personal assistance they need to make the most of the 2015 Medicare Annual Election Period," said Bill Shaughnessy, President and Chief Operating Officer of eHealth. "This is an important time of year for seniors to make sure they are getting the right coverage for their needs. eHealth is here to help them navigate the complexity of Medicare by providing them with coverage options, helpful tools, and personal guidance to shop confidently and find the best plan for their needs and budget."

#### ***An Enhanced Online Shopping Experience***

For the 2015 Annual Election Period, the eHealthMedicare website has been redesigned and simplified to make its functions -- from plan research and comparison to information and support -- more intuitive, and to improve its appeal and usability for shoppers. eHealthMedicare's prescription drug coverage comparison tool allows shoppers to enter the drugs they are currently prescribed and find plans that can maximize their coverage and keep out-of-pocket costs in check. eHealth's recent [Medicare Choice and Impact Study](#) found that Medicare beneficiaries who used the company's drug coverage comparison tool during the 2014 Annual Election Period could have saved an average of \$916 per year for stand-alone Prescription Drug Plans or \$218 per year for Medicare Advantage Prescription Drug Plans, if they switched to the plan best optimized for their personal drug regimen.

#### ***Experienced Customer Support***

eHealth understands how important it is for seniors to have access to personal guidance from licensed agents when shopping for Medicare insurance plans. The licensed agents and representatives staffing eHealth's Customer Care Center provide Medicare shoppers with a breadth of knowledge and personal insight to guide seniors toward the most cost-effective Medicare plan choices, especially for consumers taking costly prescription drugs.

#### ***More Products to Choose from Than Ever Before***

For the 2015 Annual Election Period, eHealth is bringing to market its broadest selection of Medicare Advantage plans and Medicare Prescription Drug Plans from many of the largest regional and national insurers across all fifty states and the District of Columbia. With the addition of several brand-name carriers in various states, eHealthMedicare is offering more than 2,500 plans to choose from, including Medicare Advantage plans from 31 carriers and Medicare Prescription Drug Plans from 15 carriers.

For more information about eHealth, the 2015 Medicare Annual Election Period, or Medicare Advantage and Medicare Prescription Drug Plans available to consumers, Medicare beneficiaries and their caregivers are invited to visit [eHealthMedicare](#) today or contact one of the company's licensed representatives at 1-800-299-3116 (TTY User: 711), Monday-Friday, 8AM-10PM Eastern Time and Saturday-Sunday, 8AM-9PM Eastern Time.

#### ***About eHealth***

eHealth, Inc. (NASDAQ: EHTH) operates [eHealthInsurance.com](#), the Nation's first and largest private health insurance exchange where individuals, families and small businesses can compare health insurance products from leading insurers side by side and purchase and enroll in coverage online. eHealthInsurance offers thousands of individual, family and small business health plans underwritten by more than 200 of the nation's leading health insurance companies. eHealthInsurance is licensed to sell health insurance in all 50 states and the District of Columbia. eHealth, Inc. also provides powerful online and pharmacy-based tools to help Medicare beneficiaries navigate Medicare health insurance options, choose the right plan and enroll in select plans online through PlanPrescriber.com ([www.planprescriber.com](#)) and eHealthMedicare.com ([www.eHealthMedicare.com](#)).

For more health insurance news and information, visit the eHealth consumer blog: [Get Smart - Get Covered](#) or visit eHealth's Affordable Care Act Resource Center at [www.eHealth.com/affordable-care-act](#).

#### ***Forward-Looking Statements***

This press release contains forward-looking statements, including statements regarding eHealth's relationships with insurance carriers; availability of Medicare products and support tools; availability of Medicare Advantage and Medicare prescription drug plans from particular carriers through eHealth; the expected addition of more Medicare Advantage plans during AEP; and the availability of a new Medicare product customer experience, including a new customer experience, comparison tools and features. These forward-looking statements involve certain risks and uncertainties that could cause actual results to differ materially from those indicated in such forward-looking statements, including, but not limited to, eHealth's ability to maintain its relationships with health insurance carriers; receipt of approval of eHealth's websites and platform from health insurance carriers and the Centers for Medicare and Medicaid Services (CMS); compliance with, and potential changes to, laws, regulations and rules relating to eHealth's sale of Medicare related insurance products; health insurance carrier compliance with laws, regulations and rules; and risks relating to availability of eHealth's websites and platform. Other risks and uncertainties that can affect actual results are included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in eHealth's Annual Report on Form 10-K for the year ended December 31, 2013 and most recent Quarterly Report on Form 10-Q, which are on file with the SEC and are available on the investor relations page of eHealth's website at [http://www.ehealthinsurance.com](#) and on the Securities and Exchange Commission's website at [www.sec.gov](#). All

information provided in this press release is as of the date of this press release, and we undertake no duty to update this information unless required by law.

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