eHealth

eHealth Milestone: Over 5 Million Americans Have Been Insured Through the Nation's First & Largest Private Online Health Insurance Exchange

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eHealth.com, Medicare.com, eHealthMedicare.com and PlanPrescriber.com All Contribute to Enrollment Numbers

MOUNTAIN VIEW, CA -- (Marketwired) -- 08/08/16 -- Today eHealth, Inc. (NASDAQ: EHTH), which operates eHealth.com, the nation's first and largest private online health insurance exchange, announced that it has enrolled over five million people in health insurance products through eHealth.com, Medicare.com and the company's other online properties.

"We're tremendously proud of our success and honored by the loyalty and patronage of our customers," said eHealth CEO Scott Flanders. "Our customer survey from April this year shows that 35%[1] of those who purchase coverage through eHealth were referred by a friend or are repeat customers."

Mr. Flanders continued, "We're also very proud of the fact that approximately 35% of our customers were previously uninsured[2]. Since January of 2016, that number has even increased slightly to over 37%[3] of new customers."

"We've built an efficient and transparent online marketplace, supported by a world-class customer care center," said Mr. Flanders.

In 1998, eHealth made the first-ever sale of a health insurance policy over the Internet and kicked-off nearly two decades of technology innovation that helped spark a transition in the individual and family health insurance industry from a heavily paper-laden enrollment process to one that occurs increasing online. eHealth created the first digital health insurance applications, which made a move to paperless applications possible. The company also led the individual health insurance industry's adoption of e-signature technologies for online health insurance applications.

eHealth created many of the consumer-friendly tools that Internet shoppers take for granted today, including side-by-side health plan comparison tools, and product sorting tools and features. eHealth was the first company to allow consumers to sort individual and family health plans online using personal preferences like doctors, monthly premium, insurance company, deductible, and more.

In 2015, eHealth launched the first-ever fully mobile-responsive application for Affordable Care Act premium tax credits (also called Obamacare subsidies). eHealth continues to be an industry leader when it comes to enrolling consumers in individual and family, Medicare, small business and supplemental health plans online.

Today eHealth offers more than 10,000 plans from over 180 of the nation's leading health insurers. The company is licensed to sell health insurance in all 50 states and the District of Columbia.

This milestone marks the cumulative number of consumers that have enrolled in a health insurance plan purchased through eHealth.com, Medicare.com, eHealthMedicare.com, and PlanPrescriber.com since the company was founded in 1997.

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eHealth, Inc. (NASDAQ: EHTH) owns eHealth.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. eHealth offers thousands of individual, family and small business health plans underwritten by many of the nation's leading health insurance companies. eHealth (through its subsidiaries) is licensed to sell health insurance in all 50 states and the District of Columbia. eHealth also offers educational resources and 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 Medicare.com (www.Medicare.com), eHealthMedicare.com (www.eHealthMedicare.com) and PlanPrescriber.com (www.PlanPrescriber.com).

For more health insurance news and information, visit eHealth's Consumer Resource Center.

Notes:

[1] Source: This data was collected from an online survey of over 1,400 eHealth customers who purchased health insurance from eHealth between April 1 and April 31, 2016.

[2] Source: This data was collected from an ongoing survey of over 32,000 customers who purchased health insurance through eHealth between 2009 and April of 2016.

[3] Source: This data is a subset of the previous data set collected from over 1,000 customers who purchased health insurance through eHealth between January 1, 2016 and April 31, 2016.

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