



Medicare Customers Give eHealth a Net Promoter Score of 73, Demonstrating Exceptional Customer Loyalty

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Survey of more than 6,220 customers gives eHealth a customer loyalty score well above insurance industry benchmarks

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--Oct. 10, 2016-- eHealth's Medicare Customer Care Team received a Net Promoter Score (NPS) of 73, reflecting exceptional customer loyalty, according to the results of an NPS survey published today by eHealth, Inc. (NASDAQ: EHTH). eHealth operates eHealthMedicare.com, Medicare.com, and PlanPrescriber.com for Medicare insurance customers, as well as eHealth.com, the nation's first and largest private online health insurance exchange for individual and family health insurance shoppers.

eHealth's NPS survey was taken by 6,229¹ customers who worked with a licensed eHealth agent to enroll in a Medicare Advantage plan, Medicare Supplement plan, or Medicare Prescription Drug Plan between January 1, 2015 and December 31, 2015.

"These results are a spectacular reflection on the quality, dedication and performance of our front-line customer service team and the management team that supports them," said Robert Hurley, executive vice president of sales and operations for eHealth, Inc. "Last year over 35% of our sales came from repeat customers and customer referrals², which underscores the value we're providing to people when they engage with us online and over the phone."

NPS measures the loyalty that exists between a customer and a business on a 200-point scale that ranges from -100 to 100, with scores over 50 being considered especially desirable. In an NPS survey, customers are asked to use a scale of 0 to 10 to rate how likely they are to refer the business to a friend - 10 represents the best score. A high NPS is associated with strong and valued relationships that drive higher customer retention rates and loyalty.

According to a 2015 report from Satmetrix³, the health insurance industry's average NPS is 12, which makes eHealth's NPS of 73 a clear indication of exceptional customer loyalty. In eHealth's NPS survey, 84% of the 6,229 respondents gave eHealth's Medicare Customer Care Team a score of 9 or 10.

Notes:

¹ Source: This data was collected from an online survey of over 6,220 eHealth customers who enrolled in a Medicare Advantage plan, Medicare Supplement plan, or Medicare Prescription Drug plan through eHealth between January 1, 2015 and December 31, 2016.

² Source: This data was collected from an online survey of over 1,400 eHealth customers who purchased health insurance from eHealth in 2015. The survey was conducted between April 1 and April 31, 2016.

³ Source: Satmetrix 2015 Consumer Net Promoter Benchmarks (<https://www.netpromoter.com/compare>).

eHealth

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).

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