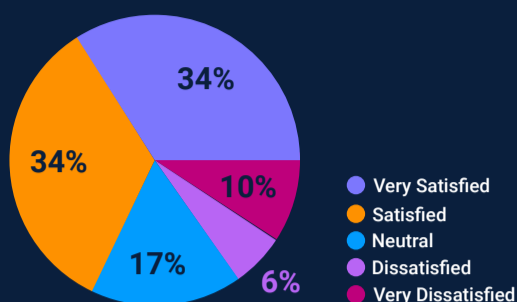


Medicare Open Enrollment Insights

General Sentiment & Awareness

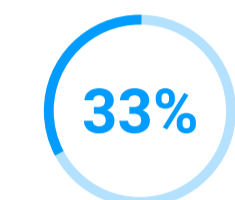
Attitudes Toward Current Medicare Coverage



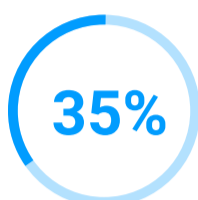
33% of consumers are either dissatisfied or neutral toward their current Medicare coverage.

25% of eligible seniors are likely to enroll in or change their Medicare plans this year.

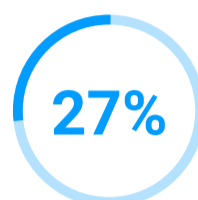
Awareness Around Medicare Open Enrollment



don't know when the Annual Open Enrollment Period takes place.



never review or compare their Medicare options.



are struggling to make an informed decision.

Takeaway: High rates of dissatisfaction and gaps in awareness present an opportunity for health insurance providers to educate consumers and drive new business.

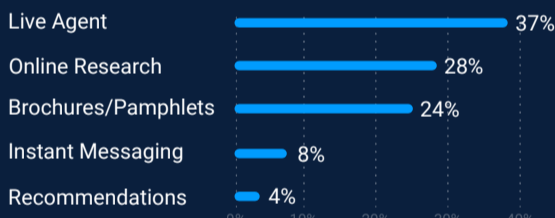
The Medicare Buyer's Path to Purchase

Top 3 Most Important Aspects of Medicare Insurance to Consumers



Factors Most Likely to Help Consumers Select a Health Insurance Plan

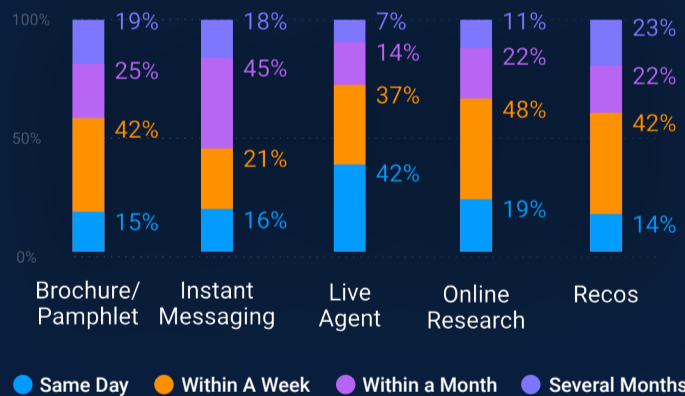
% of respondents



37% say that **having a phone conversation** with an experienced agent is most likely to help them select a health insurance plan.

Timeline for Choosing a Health Insurance Plan

% of respondents, by factor most likely to help consumers select a plan



Live Agent vs. Online Research

Those who speak to a live agent are

+121%

more likely than those who rely on online research to choose a health insurance plan within the same day of starting their search.

Takeaway: When weighing their Medicare options, consumers rely on one-to-one conversations with live agents for faster decision-making.

Tips for Health Insurance Providers

- 1 Increase awareness by educating consumers on what open enrollment is, why they should care, and how they can participate.
- 2 Enable consumers to compare important features like cost, coverage, and out-of-pocket expenses with access to tools and resources.
- 3 Leverage an experienced call center team to verify intent and match consumers with the best coverage based on their individual needs.