



Medicare Shoppers Award eHealth an Impressive Net Promoter Score of 91, Demonstrating Outstanding Customer Loyalty

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Between 2016 and the first quarter of 2018, eHealth improved its Net Promoter Score with Medicare customers from 73 to 91

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--Jun. 14, 2018-- A strong commitment to comprehensively serving the needs of Medicare insurance shoppers pays off, according to the results of a Net Promoter Score (NPS) survey published today by eHealth, Inc. (NASDAQ: EHTH) (eHealthMedicare.com and Medicare.com). Over the first quarter of 2018, 1,343 Medicare customers responded to eHealth's NPS survey, awarding the company its highest-ever Net Promoter Score of 91.

"We're really proud of our high Net Promoter Score among Medicare customers," said eHealth CEO Scott Flanders. "eHealth takes its NPS seriously. It shows us how well we're doing when it comes to serving customers' needs. By tracking our score on a monthly and quarterly basis, we can see if we're improving or falling behind. We had a very strong score of 73 back in 2016, and we're very pleased with the 91 we've achieved in 2018."

In an NPS survey, customers are asked to indicate on a scale of 0 to 10 how likely they are to recommend a business's service or product to a friend or colleague. A [calculation](#) is made based on these responses, with a final score plotted on a scale ranging from -100 to 100. Scores over 50 considered especially desirable.

eHealth's score of 91 may be compared to industry-level benchmark data published by [Satmetrix](#)¹:

- The average score in the health insurance industry is 18
- Online shopping and online entertainment both average 39
- Department and specialty stores average 58

"We believe in meeting our Medicare customers where they are and building long-term relationships with them," Flanders said. "Some want a big selection of choices and simple online shopping tools, while others want personal help from a licensed agent who can give them advice and insights specific to their coverage needs. That's why we offer both, and it seems our hard work and relentless customer focus is paying off."

Notes:

¹ Comparison figures provided reflect those reported by Satmetrix on June 8, 2018.

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About eHealth

eHealth, Inc. (NASDAQ: EHTH) owns eHealth.com, a leading private online health insurance exchange where individuals, families and small businesses can compare health insurance products from brand-name insurers side by side and purchase and enroll in coverage online and over the phone. 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, exceptional telephonic support, 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 or over the phone through Medicare.com (www.Medicare.com), eHealthMedicare.com (www.eHealthMedicare.com), goMedigap (www.goMedigap.com) and PlanPrescriber.com (www.PlanPrescriber.com).

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