



eHealth Reinvents Itself and the Medicare Plan Shopping Experience in Ambitious Rebrand

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SANTA CLARA, Calif., Oct. 2, 2023 /PRNewswire/ -- Everyone deserves a positive Medicare plan shopping experience. That is the guiding principle behind the ambitious rebrand which eHealth, Inc. (Nasdaq: EHTH) ([eHealth.com](https://www.ehealth.com)), a leading online private health insurance marketplace, announced today. The company partnered with Minneapolis-based agency Shinebox for work on its rebrand.

The company partnered with [Shinebox](https://www.shinebox.com) for a rebrand that is more than a simple update to the look and feel of its website. Driven by input from Medicare beneficiaries who were fed up with aggressive sales pitches, the new brand developed by Shinebox and eHealth includes a new logo and color palette, a more intuitive omni-channel user experience, a new tone in consumer messaging, and new television, direct mail, print, radio, and online ads that will set eHealth apart in the minds of beneficiaries.

"We listened carefully to the consumers we serve, and every change we've made in our rebranding process puts them first," said eHealth's Chief Marketing Officer Michelle Barbeau. "We're addressing the trust deficit among Medicare beneficiaries by embracing transparency, making their best interests our own and showing them how easy it can be to compare plans from top insurers and find the right match. Our new brand makes Medicare plan education, selection, and enrollment experience intuitive, and empowering. We want every beneficiary we serve this Annual Enrollment Period to walk away confident they made an informed coverage choice."

As part of the rebrand, eHealth is introducing a new company spokeswoman, Eve, as the face of the company. To find her, eHealth carried out more than 170 auditions with real-time feedback from seniors to see who they connected with best. Eve will appear in television ads, marketing materials, and on eHealth's consumer-facing website.

In one of the most direct applications of eHealth's new approach, the company conducted a real-time user experiment with two groups of Medicare beneficiaries, inviting half to research and select a new Medicare health plan for themselves through eHealth, while the other half employed the usual methods of searching online or calling a non-eHealth agent or insurance company. Conducted multiple times, the experiment was filmed and became a new [TV campaign](#) demonstrating that the real consumers – not actors – who used eHealth reported being 25% less stressed* than those who did not use eHealth.

"I couldn't be more excited to celebrate the launch of the new eHealth brand today and I want to congratulate the organization for spearheading an exciting new path to a better Medicare plan shopping experience for our customers," said CEO Fran Soistman. "It marks the culmination of a year-long process of introspection, listening and learning, and a tremendous amount of cooperative effort. I'm confident that our new brand will resonate and help us to better serve the Medicare beneficiaries who come to us for assistance, and make this Annual Enrollment Period a success."

Notes:

* Based on an eHealth study of 24 beneficiary participants conducted in June of 2023, utilizing eHealth services proved to be approximately 25% less stressful for beneficiaries compared to selecting and enrolling in Medicare coverage by starting with a preferred search engine.

Forward Looking Statements

This press release contains statements that are forward-looking statements within the meaning of the federal securities laws. Forward-looking statements generally relate to future events or our future financial or operating performance. Forward-looking statements in this press release include, but are not limited to, statements relating to: our marketing initiatives and expected positive impact on our business; and our expectations regarding our future performance.

Our expectations and beliefs regarding these matters may not materialize, and actual results in future periods are subject to risks and uncertainties that could cause actual results to differ materially from those projected. These risks include those set forth in our filings with the Securities and Exchange Commission, including our latest Form 10-Q and 10-K. The forward-looking statements in this press release presentation are based on information available to us as of today, and we disclaim any obligation to update any forward-looking statements, except as required by law.

About eHealth (NASDAQ: EHTH)

We're Matchmakers. For over 25 years, eHealth has helped millions of Americans find the healthcare coverage that fits their needs at a price they can afford. Consumers can visit our health insurance marketplace at [ehealth.com](https://www.ehealth.com), or call us to speak with a licensed insurance agent at 1-833-964-1202. As a leading independent licensed insurance agency and advisor, eHealth offers access to over 180 health insurers, including national and regional companies.

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