NEWS RELEASE

Medicare Annual Enrollment Halftime Report: 75% of enrollees have used AI tools to review 2027 Medicare plans

2026-11-19

60% of Americans are more optimistic about healthcare access and affordability following the mid-term elections, including three-quarters of Medicare beneficiaries

63% of Medicare beneficiaries report being surprised by high monthly premiums for 2027 plans, amid rising costs for plan deductibles and out-of-pocket maximums

93% of 2027 Medicare Advantage plans offered by eHealth now include coverage of at least one GLP-1 drug for obesity, up significantly compared to 2026 plans

INDIANAPOLIS, Nov. 19, 2026 /PRNewswire/ -- With this year's Medicare's Annual Enrollment Period (AEP) past the halfway point, new **eHealth** (Nasdaq: EHTH) **research reveals** growing use of artificial intelligence (AI) to compare options, which includes many Medicare Advantage plans that now include coverage of a GLP-1 drug to treat obesity, when qualifying conditions are met.

Based on the survey of over 1,000 Americans and proprietary data from eHealth, a leading private online health insurance marketplace, the new report found:

- 75% of Medicare beneficiaries who have reviewed their 2027 plan options used AI tools to help them do so.
- 50% of Medicare beneficiaries who reviewed their 2027 options say they relied most on a licensed insurance agent when selecting a plan, followed by an insurance comparison website (14%), government resources

(7%) and AI tools (4%).
- 60% of Americans are more optimistic about healthcare access and affordability following the mid-term elections, including 76% of Medicare beneficiaries.
- 42% of Americans say lowering the total cost of care should be the #1 priority for Congress next year, while 25% cite expanding access to health insurance.
- 93% of 2027 Medicare Advantage plans offered by eHealth include coverage of at least one GLP-1 drug for treatment of obesity when qualifying conditions are met, compared to 5% of plans in 2026.

"Halfway through this fall's Medicare Annual Enrollment Period, a growing number of beneficiaries are turning to technology to help navigate one of the most complex and consequential decisions they will make this year," said **Derrick Duke**, CEO of **eHealth**. "While many people are pleased with their Medicare options for 2027, cost is still a concern, given the increase in out-of-pocket maximums. With millions of Medicare beneficiaries still to make crucial plan decisions during the final weeks of this year's enrollment cycle, it is important enrollees and their families effectively compare their options to help make informed decisions based on their specific situations, needs, and budgets."

Additional highlights from the report:

On beneficiaries' experience and priorities this AEP

- 92% of Medicare beneficiaries who have reviewed their 2027 plan options express satisfaction with their choices.
- 69% of Medicare beneficiaries say getting coverage for GLP-1 drugs is "important" when selecting a new plan.
- 69% of Medicare Advantage enrollees say they will have to change doctors or medical facilities in 2027, due to plan changes.
- 93% of Medicare Advantage enrollees consider getting a Part B premium reduction benefit "important" when selecting a new plan.
- 63% of Medicare beneficiaries were surprised by high monthly premiums for 2027 plans, while 16% were surprised by other out-of-pocket costs.

On proposals to expand Medicare eligibility and benefits

- 63% of Americans favor lowering Medicare's standard eligibility age from 65 to 55, even if it means increased federal payroll taxes or reduced benefits for existing beneficiaries.
- 81% of Americans favor adding dental, vision, and hearing benefits to Original Medicare, even if it means increasing payroll taxes and reducing other benefits for existing beneficiaries.

On Medicare Advantage plans offered by eHealth and selected so far during AEP

- 20% of 2027 Medicare Advantage plans offered by eHealth include a Part B premium refund, down significantly compared to 32% of plans in 2026.
- 8% increase in the average out-of-pocket maximum for plans selected by eHealth customers, rising from $6,225 for 2026 plans to $6,703 for 2027 plans.

Read the **full report**.

eHealth's report is based on a nationwide, census-balanced survey of more than 1,000 Americans drawn from the general population. The survey was conducted in November 2026 through a third-party survey tool. The overall margin of error is +/- 3%. Plan benefit, cost, and selection data are based on 2027 Medicare plans available through eHealth or on Medicare plans selected by eHealth customers in the period from October 15 through November 8, 2026. eHealth does not offer all Medicare plans available in every market.

About eHealth

For nearly 30 years, eHealth, Inc. (Nasdaq: EHTH) has helped millions of Americans find the healthcare coverage that fits their needs at a price they can afford, using data, artificial intelligence and a consumer-first approach to help people quickly and effectively compare insurance options. As a leading independent licensed insurance agency and advisor, eHealth offers access to plans from more than 180 health insurers, including national and regional companies, supporting consumers during their working years and retirement. eHealth's licensed insurance agents help match consumers with the insurance plans, services, and support they need to live healthier, more financially secure lives. For more information, visit **eHealth** or follow us on **LinkedIn**, **Facebook**, **Instagram**, and **X**.

eHealth media inquiries: **pr@ehealth.com**

View original content to download multimedia:**https://www.prnewswire.com/news-releases/medicare-annual-enrollment-halftime-report-75-of-enrollees-have-used-ai-tools-to-review-2027-medicare-plans-302944835.html**

SOURCE eHealth, Inc.