



NEWS RELEASE

Survey: 75% of Medicare Beneficiaries Say Selecting a Plan Is Confusing

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More than a third of Medicare Advantage and Part D plan enrollees are unaware that significant plan changes are expected this Annual Enrollment Period

AUSTIN, Texas, Oct. 1, 2025 /PRNewswire/ -- **eHealth, Inc.** (Nasdaq: EHTH), a leading health insurance marketplace, today released findings from a **new survey** showing most Medicare beneficiaries find it confusing to shop for a plan during the Annual Enrollment Period (AEP), with about one-third of Medicare Advantage enrollees largely unaware of significant changes expected for the coming year.

The survey of more than 1,500 Medicare beneficiaries offers timely insights as millions of Americans will soon make coverage decisions during this year's AEP, which runs from Oct. 15 through Dec. 7, 2025. Key findings from eHealth's survey include:

- 75% of Medicare beneficiaries said choosing a Medicare plan is confusing.
- 51% of Medicare beneficiaries intend to review their coverage options this AEP, compared to 63% who said they did so last year.
- 36% of Medicare Advantage and Part D plan enrollees said they are unaware that significant cost and benefit changes are expected for 2026.
- 33% of Medicare beneficiaries agree they don't have a good understanding of how Medicare Advantage, Medicare Supplement, and Part D plans differ.
- 33% of Medicare beneficiaries incorrectly believe Medicare covers GLP-1 drugs for weight loss.
- 29% of Medicare beneficiaries are unaware that Medicare covers recommended vaccines with no out-of-

pocket costs.

"This is not the year for Medicare beneficiaries to go on autopilot, as significant changes are expected for Medicare Advantage, Medicare Supplement, and Part D plans," said Derrick Duke, CEO of **eHealth**. "As this survey shows, many Medicare beneficiaries find the process of comparing their options to be confusing, especially this year with so many health insurers making changes to supplemental benefits and eliminating some plans entirely. Comparing plans is crucial because it can help Medicare beneficiaries save on out-of-pocket expenses and retain access to quality care."

Other key findings from the survey include:

On Annual Notice of Change (ANOC) letters

- 47% of Medicare Advantage and Part D plan enrollees report having received their ANOC letters, which detail key plan changes for the coming year.
- 24% of Medicare Advantage and Part D plan enrollees said they don't ever recall having received an ANOC letter while enrolled in one of these plans.

On working with AI agents

- 50% of Medicare beneficiaries said they would be interested in working with an artificial intelligence (AI) agent by phone if it helps them get more efficient assistance when shopping for Medicare plans.

On Chronic Special Needs Plans (C-SNPs)

- 25% of Medicare beneficiaries with diabetes are unaware of C-SNPs, which are designed specifically for people with certain chronic conditions and are becoming increasingly popular.

On coverage for GLP-1 drugs

- 50% of Medicare beneficiaries said they would be interested in taking GLP-1 drugs for weight loss if they were covered by Medicare; among these, 21% would willingly pay an extra \$500 or more per month for access to GLP-1 drugs.

Read the **full report**.

About the survey

Findings are based on a nationwide survey of more than 1,500 Medicare beneficiaries conducted on Sept. 15 and 16 through a national survey vendor. The sampling error was plus or minus 3%.

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**, or call us to speak with a licensed insurance agent at 1-800-EHEALTH (1-800-343-2584), TTY 711. As a leading independent licensed insurance agency and advisor, eHealth offers access to over 180 health insurers, including national and regional companies.

For more information, visit **ehealth.com** or follow us on **LinkedIn**, **Facebook**, **Instagram**, and **X**. Open positions can be found on our **career page**.

eHealth media inquiries: pr@ehealth.com

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