eHealth Introduces AI Voice Agents to Enhance Customer Experience in Health Plan Selection

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New capability uses artificial intelligence (AI) to help streamline and improve how consumers comparison shop for health plans

New research finds 74% of people are willing to interact with an AI assistant when calling customer service

AUSTIN, Texas, April 30, 2025 /PRNewswire/ -- **eHealth**, Inc. (Nasdaq: EHTH), a leading private online health insurance marketplace, today unveiled a new AI-based voice, non-licensed agent designed to streamline the health insurance plan selection process. This launch marks a significant milestone in eHealth's ongoing, multi-year strategy to leverage AI empathetically, enhancing the expertise of licensed insurance agents to provide an exceptional consumer experience.

The AI-based voice agents started by handling incoming Medicare calls to eHealth during after-hours, reducing the wait time for consumers who may otherwise need to wait longer to speak with a human screener. The AI-powered voice agents can enhance the customer experience by initiating the customer intake process, gathering personal information, checking initial eligibility, and communicating necessary disclosures.

Since launching as a pilot earlier in 2025, among callers served by the AI agents, the program has:

- Eliminated after-hours wait times and ensured a 100% answer rate.
- Nearly doubled the percentage of callers (18.5% compared to 34.5%) who expressed interest in purchasing a

plan, as compared to human screeners.[1]

The AI-based agents have expanded from initially handling after-hours calls to now assisting with incoming Medicare calls during business hours on a pilot basis. In the future, the AI agents are expected to serve people calling eHealth shopping for other types of insurance plans.

"AI has the potential to significantly improve the quality and efficiency of the shopping experience we offer, virtually eliminating waiting times for initiating the health insurance shopping process. This is particularly crucial during Medicare's busy Annual Enrollment Period," said Ketan Babaria, Chief Digital Officer at eHealth. "Licensed insurance agents remain essential as expert guides. AI-based voice agents can help facilitate a more seamless shopping experience and more effectively connect callers to real people who are licensed and can assist in selecting the right plan."

In addition, a recent eHealth survey of over 500 consumers found significant interest in the use of AI to improve the experience when calling customer service.[2] Among the findings from the survey regarding customer service in general:

- 74% are willing to answer a few questions from an AI assistant if it means getting faster and better help later in the process.
- 56% agree that working with an AI assistant can provide them with faster, more accurate help.
- 66% said long hold times are the biggest frustration when calling customer service, followed by difficulty reaching a real person (59%) and poorly trained agents (42%).

Babaria added: "The response from our customers has been amazing, with 60% of callers rating their experience as exceptional. With consumers increasingly expecting on-demand service 24/7, we expect AI to serve as a powerful tool in making that possible."

Key features of the new eHealth AI-based voice agents:

- Streamlined information gathering. Using a conversational approach, the AI-based voice agents gather key details, including personal information, initial eligibility, and plan preferences. By streamlining the process, the AI agents can eliminate wait times and reduce the effort required for callers to shop for health benefits, making the plan selection process more accessible for everyone.
- Enhanced accuracy and cost efficiency. Using advanced algorithms and voice-recognition technology, the AI agents help minimize errors and ensure callers are matched with an appropriate licensed insurance agent to then review appropriate plan options based on location, health care goals and budget. Compared to human screeners, the AI agents are more cost efficient.
- User-friendly and consistent service: The intuitive experience of the AI-based voice agents enables users to

provide initial information more easily and start the plan selection experience, while expediting the process once the caller is connected to a live, licensed insurance agent. The AI agents are designed to answer all customer questions with empathy and patience, with feedback from callers emphasizing feelings of being respected and valued.

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

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Forward Looking Statements

This press release contains statements that are forward-looking statements within the meaning of federal securities laws. Forward-looking statements in this press release include, but are not limited to, statements relating to the following: our investment in AI-based voice agent capabilities and expected impact of these investments on our business; our expectations regarding call times, quality and efficiency, customer experience, expectations and acceptance, and the effectiveness of our live agent services, with the AI capabilities; expected cost savings achieved by the AI-based voice agent capabilities; our expectations regarding our technological and operational capabilities and timing; our business, industry and market trends, including market opportunity, consumer demand and our competitive advantage; and other statements regarding our future operations, financial condition, prospects and business strategies.

Forward-looking statements are inherently subject to various risks and uncertainties that could cause actual results to differ materially from the statements made. The risks and uncertainties that could cause our results to differ materially from those expressed or implied by such forward-looking statements include those described in eHealth's most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission and available on the investor relations page of eHealth's website at **https://www.ehealthinsurance.com/** and on the Securities and Exchange Commission's website

at **www.sec.gov**.

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