NEWS RELEASE

eHealth Launches AI-Powered "Content Genius" Platform to Streamline Operations for the Medicare Annual Enrollment Period

2026-10-13

Content Genius automates gathering the latest Medicare Advantage plan information from dozens of insurers, using AI to streamline a historically complex and time-intensive process

eHealth is a leader among Medicare agencies using AI, with the technology being leveraged in multiple ways to provide consumers with an easier and more effective experience

INDIANAPOLIS, Oct. 13, 2026 /PRNewswire/ -- **eHealth** (Nasdaq: EHTH), a leading private online health insurance marketplace, today announced the launch of Content Genius, its AI-powered platform that streamlines how the company gathers, validates, and publishes the details for thousands of Medicare Advantage plans from dozens of insurers.

Content Genius replaces a manual model with an AI-powered automated process, enabling eHealth to more quickly and efficiently gather important Medicare Advantage plan details, including benefits, care provider networks, and prescription medication formularies. Rather than manually reviewing every insurer-provided file, which often comes through different channels and formats (emails, PDFs, spreadsheets, etc.), Content Genius helps automate a historically costly and time-intensive process.

The AI-driven platform's accuracy is comparable to the previous manual approach, while reducing processing time by more than 90%. eHealth is currently using Content Genius to process Medicare Advantage plan details, with the

intention to expand to supplemental benefits, including vision, dental, and hospital indemnity plans, and individual and family coverage options.

"With millions of Medicare beneficiaries getting the opportunity to evaluate their coverage decisions during the upcoming Medicare Annual Enrollment Period, the launch of our Content Genius platform is another way we are using AI to further enhance how beneficiaries shop for and use their Medicare Advantage plans," said **Ketan Babaria**, Chief Digital and AI Officer of **eHealth**. "Accurate Medicare Advantage plan information underpins eHealth's ability to help beneficiaries effectively compare their coverage options, so the launch of Content Genius modernizes what had been an expensive and time-intensive process."

eHealth's leadership in technology has defined the company since its founding. Today, eHealth has distinguished itself from other Medicare brokers by deploying leading AI technology at scale, continuing its commitment to improving customer experience.

eHealth already offers Alice, its AI-powered voice agent. Alice handles after-hours Medicare Advantage inquiries and supports both initial enrollment assistance and post-enrollment service calls, helping to efficiently address and resolve common questions.

Alice has achieved the following:

- Eliminated after-hours wait times, ensuring a 100% answer rate for every qualified call.
- Earned an "exceptional" rating from 71% of after-hours callers.[1]
- Produced a 27% higher intent-to-enroll rate compared to human screeners.[2]

For years, eHealth has leveraged technology to help beneficiaries compare health plans based on their unique needs, including coverage requirements, physicians, and prescription drugs, from a broad catalog of leading national and regional insurers. eHealth has recently expanded its use of AI and machine learning across several components of its enrollment platform to streamline the health insurance selection process and further enhance consumer experience.

Notes:
[1]Internal eHealth analysis of after-hours Medicare calls served by AI agents between April 2025 through September 2026.
[2]Internal eHealth analysis of after-hours Medicare calls served by AI agents (A/B test), 2025.

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**

Forward-Looking Statements

This press release includes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. 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, the following: statements regarding eHealth's technology initiatives, including its plans and expectations regarding the expansion and application of Content Genius to additional products and services; and other statements regarding eHealth's 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 **http://www.ehealthinsurance.com** and on the Securities and Exchange Commission's website at **www.sec.gov**.

All forward-looking statements in this press release are based on information available to eHealth as of the date hereof, and eHealth does not assume any obligation to update the forward-looking statements provided to reflect events that occur or circumstances that exist after the date on which they were made, except as required by law.

View original content to download multimedia:**https://www.prnewswire.com/news-releases/ehealth-launches-ai-powered-content-genius-platform-to-streamline-operations-for-the-medicare-annual-enrollment-period-302906508.html**

SOURCE eHealth, Inc.