



NEWS RELEASE

eHealth Supports Final Medicare Advantage Rules and Rates for the Fall 2025 Annual Enrollment Period

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Final rules set by CMS will ensure Medicare Advantage beneficiaries have continued access to quality coverage, additional benefits such as hearing, dental and vision, and effective help from licensed insurance agents

AUSTIN, Texas, April 9, 2025 /PRNewswire/ -- **eHealth**, Inc. (Nasdaq: EHTH), a leading online private health insurance marketplace, today confirmed support for the final rules and rates for the Fall 2025 Annual Enrollment Period for Medicare Advantage beneficiaries.

The **rules**, announced April 7, 2025 by the Centers for Medicare & Medicaid Services (CMS), will help govern this year's enrollment period for the over 70 million people eligible for Medicare, including nearly 36 million beneficiaries enrolled in Medicare Advantage (MA) plans.

The final rules and rates represent a meaningful improvement compared to previous proposals and will apply to plans with effective dates starting Jan. 1, 2026. This bodes well for the industry and carriers' ability to provide seniors with robust health coverage and supplemental benefits, such as hearing, dental and vision, and others – all of which contributes to a **92% satisfaction rating** for Medicare Advantage enrollees.¹

"eHealth supports CMS's **final rules and rates**, which we believe reflect the importance of the Medicare Advantage program and the essential role licensed insurance agents play in helping consumers select health plans that best meet their needs and budgets," said Fran Soistman, CEO, eHealth. "The value eHealth and other quality distributors offer seniors was especially clear during the last annual enrollment period (AEP), which was characterized by



significant changes in Medicare benefits requiring millions of recipients to revisit their coverage."

Added Soistman, "We believe the new rules acknowledge the value we bring to the marketplace. With more attractive Medicare Advantage rates, we expect to see health plans invest in their Medicare offerings for the upcoming AEP and are standing by to help millions of Americans review plans available in their areas."

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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¹ eHealth survey, <https://news.ehealthinsurance.com/news/with-medicare-s-annual-enrollment-period-days-away-higher-costs-and-benefit-changes-top-beneficiaries-concerns>, 2024

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SOURCE eHealth, Inc.