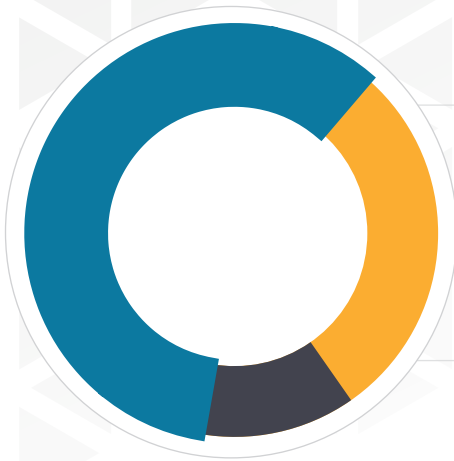


2023 AEP GUT CHECK STUDY

In this study we shed light on Medicare Members expectations for the upcoming AEP. Discover whether they plan to shop or switch and which channels they expect to use.

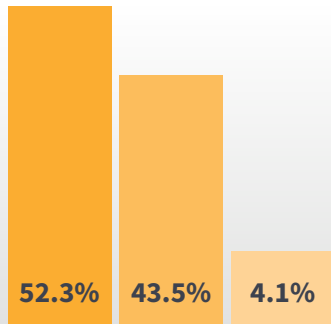


Of 2,465 total responses—

1,441 Seniors with a Medicare Advantage plan

727 Seniors with a MedSupp plan

297 In Original Medicare only

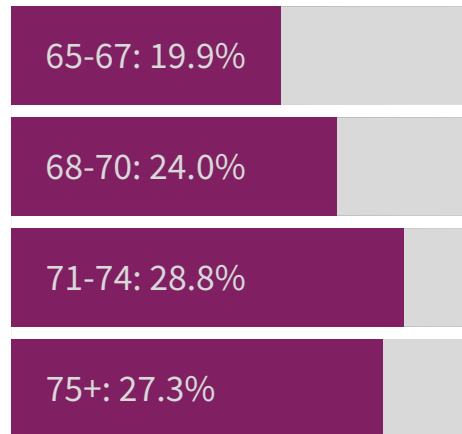


52.3% respondents enrolled with agent or broker

43.5% did not enroll with an agent or broker

04.1% didn't remember

Age of respondents—



“As we age, the decisions we make about health insurance has a large effect on our health both physically and financially. Research and balance between what one can afford and what one needs is essential.”

— Age 75, MA member

This study gauges seniors' fears and goals around aging and their attitudes towards insurance decision-making, agents, and advertising. Armed with this knowledge, carriers, FMOs, agents, and ad agencies may better understand and connect with consumers.

Looking at those on MA...

- **¾ of seniors** believe health insurance is one of the most important financial decisions they need to make
- **2 in 5 seniors** express worry about experiencing a coverage denial



1 in 5 MA members are at risk of switching in the upcoming AEP.



Top 2 identified issues with utilizing Medicare insurance are related to flex allowances.



Drop in loyal but happy segment. People are becoming more discontented with their MA benefits which could leave to a more active AEP.