

## OVERVIEW

The 2024 Age-In Study helps stakeholders understand Age-Ins' likely coverage choices upon initial Medicare enrollment, the reasons for those choices, and how Age-Ins shop for their insurance.

## INITIAL SELECTION

### Predicting Coverage Sources



Coverage sources for those ages 63 or 64 are strong predictors of coverage source at ages 65 or 66.

### Keeping Current Insurers



Three in five Age-Ins indicated they are very or extremely likely to enroll in Medicare coverage with their current insurer.

### Most Anticipated Coverage



Medicare Advantage remains the most frequently anticipated coverage selection among Age-Ins, with nearly half expecting to enroll in an MA plan.

### MA or MedSup?



Of those leaning toward MA, almost a quarter report they are still considering MedSup, with an additional 56% being at least open to the idea.

### Dual vs. Non-Dual Conversions



Almost all incoming Age-Ins with IFP coverage convert to non-Dual Medicare beneficiaries, while non-Dual Medicaid recipients are equally likely to end up being Duals as they are non-Dual Medicare members.



## SHOPPER DESIRES

### “Must-Have” Supplementals

Supplemental benefits are particularly important among Age-Ins leaning toward MA plans, with Age-Ins who are likely to select a Medicare Advantage plan being more likely than those who are leaning toward MedSup or OMO to rate vision and dental benefits as “must haves.”



### Most Appealing Benefits?

Across all groups, vision and dental benefits strongly enhance net appeal of plans for Age-Ins, while other lesser-utilized benefits like support for social needs and virtual fitness benefits have minimal net appeal.



### The Draw of Dental Coverage

Plans with more comprehensive dental coverage appeal strongly to Age-Ins with worse financial outlooks, as they indicated they would allocate nearly twice as much to dentures or dental implants compared to those with better outlooks.



## ENROLLMENT & RETIREMENT TIMING

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### Starting to Shop

By age 64, almost all Age-Ins have started to think about their enrollment in Medicare, but less than half have begun shopping prior to their IEP window.

### Age of Entry by State

Rates of first-time Medicare enrollees entering coverage at exactly age 65 differ greatly by state.



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### North vs. South

States in the South tend to have higher rates of “early” Medicare enrollment (pre-65 enrollment due to disability status), while late-to-Medicare (post-65) first-time enrollment tends to be more common in the Northeast.

### Reasons to Retire Later

Among Age-Ins who intend to retire after 65, the majority are motivated by wanting to either save more or to access full Social Security benefits.



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To find out more about our Medicare Age-In Study visit [deftresearch.com/medicare-age-in-study](https://deftresearch.com/medicare-age-in-study), or email us at [info@deftresearch.com](mailto:info@deftresearch.com)