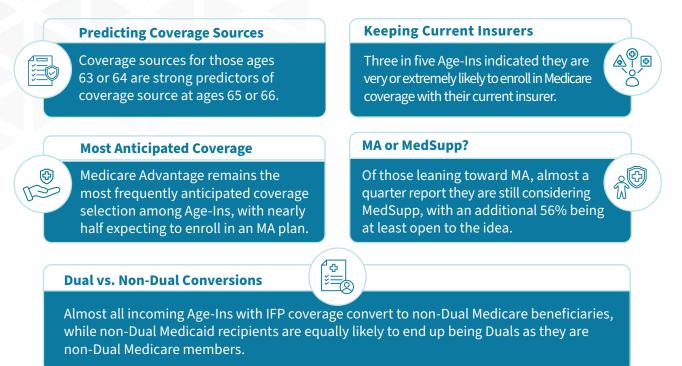


OVERVIEW

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





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 MedSupp 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.





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.



4

To find out more about our Medicare Age-In Study visit <u>deftresearch.com/medicare-age-in-study</u>, or email us at <u>info@deftresearch.com</u>