



The 2024 Medicare Shopping and Switching study seeks to provide a deeper understanding of the drivers of consumerism during the AEP — the experiences, attitudes, and behaviors that most distinguish switchers, non-switchers, and those who considered changing plans but ultimately stayed put.

2024 Switching Rates

13%

13% of seniors switched their coverage during the 2024 AEP, the highest total switch rate since before 2017.

3%

Among MedSupp switchers, just over a quarter moved to MA for 2024, which accounts for about 3% of MedSupp members overall.

68%

Most of the total switching during the AEP continues to be between MA plans (68%).

In Addition

to the eighth of seniors with private Medicare plans in 2023 who reported switching, one-quarter considered switching.

While fewer than 10% of MA members report having a claim denied in 2023, those who do switch at rates well above average.

Impact of 2024 Benefit Changes

Most Medicare Advantage members did not experience major disruptions to their plans going into 2024.



8% of MA plans who offered fitness trackers dropped that coverage for 2024, while only 1% of plans added it.



9% of MA plans dropped medical transportation, while fewer than 1% added it for 2024.

While Medicare Advantage members generally found their supplemental benefits to have been as advertised, some benefits, such as food/grocery allowances, Part B premium rebates, and dental were more disappointing. About one in five MA members rated these benefits as

“worse than advertised.”

Nearly all switchers who chose a Part B rebate plan for 2024 indicate that they made their selection specifically because of the rebate.

INFLUENCE OF ADVERTISING ON SHOPPING

TV ads and direct mail have trended downward as shopping prompts since 2018.

Medicare.gov remains the predominant source of online information during the AEP, with a quarter of seniors indicating using the site during the shopping period.

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