Radically Transforming and Simplifying the Medicare Experience

GoHealth

The Market Challenge

Overwhelming, Abrasive, and Disjointed Process

Enrollment

- Consumers have limited awareness of coverage choices
- Plan selection is made without an in-depth comparison of plan options and associated tradeoffs

Post-Enrollment

- Fragmented onboarding process leaves members with unanswered questions
- Continued Medicare marketing causes doubts and drives plan switching

- Members receive disjointed and competing contact from health plan and providers
- Preventative care appointments are delayed or foregone entirely
- Lack of engagement leads to underutilization of Medicare benefits

Poor Plan Selection + Low Benefit Usage = Dissatisfied Members and Worse Plan Retention

GoHealth Encompass Solution

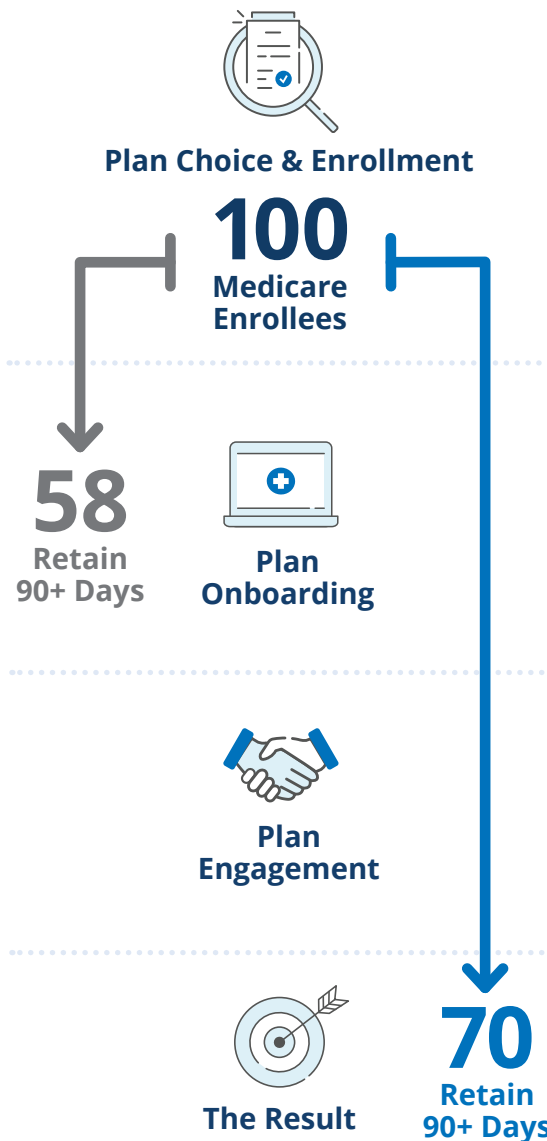### Member-Centric Process Enabled by Proprietary Technology and Knowledgeable Agents

Encompass Connect

- Multi-health plan selection guided by experienced and proven Medicare agents
- Proprietary PlanFit Tool ranks plans based on beneficiaries' top priorities

Encompass Engage

- Integration with health plan technology enables seamless transfer of member data
- Onboarding led by specialized engagement team with deep knowledge of plan
- Personalized communication and outreach create trust and confidence in plan choice

- Single point of contact reduces noise and confusion
- Member action plan ensures beneficiaries obtain care and access benefits

Personalized Plan Fit + Enhanced Benefit Usage = Higher Member Satisfaction and Better Plan Retention

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Plan Choice & Enrollment

100 Medicare Enrollees

58 Retain 90+ Days

Plan Onboarding

Plan Engagement

The Result

70 Retain 90+ Days

20% Demonstrated Improvement in Retention with GoHealth Encompass Solution[1]