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About This Report

This Sustainability Report (this “Report”) marks a continuation of our environmental, social, and governance (ESG) journey. We reaffirm our company-wide commitment to a stronger focus on our long-term ESG opportunities and risks, while also embedding them into our corporate strategy. Through the publication of a Sustainability Report, we commit to consistent public disclosure of our progress and open a dialogue with our key stakeholders around topics that are most important to them. This Report, referencing the Global Reporting Initiative (GRI), Task Force on Climate-Related Financial Disclosures (TCFD), and Sustainability Accounting Standards Board (SASB), covers key activities occurring across entities within our financial control for the calendar year 2023.

All information found herein is intended to also capture detail requested by ratings and rankings groups and key stakeholders, while also aligning to the United Nations Sustainable Development Goals (SDGs).

Non-financial data is not audited and is not otherwise subject to external assurance for the accuracy of the information provided. However, we do use internal procedures to review the quality of the non-financial information and to evaluate ways in which we can inform decision-making and refine our path forward as we carve out the future of our sustainability journey.

We invite feedback and questions regarding our reporting practices at investors@ehealth.com.



Disclaimer and Forward-Looking Statements

This Report does not cover all information about our business. References in this Report to information should not be construed as a characterization regarding the materiality of the information to our financial results or for purposes of the U.S. securities laws. While certain matters discussed in this Report may be significant, any significance should not be read as necessarily rising to the level of materiality used for the purposes of complying with the U.S. federal securities laws and regulations.

This Report contains statements that are forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995. These include: our expectations regarding our business, operations, initiatives and strategies, including our value creation plan and competitive advantage, and market opportunities; market and consumer trends and our expectations and predictions for our industry; the expected impact of changing Medicare open enrollment period; the success and financial impact of our fulfillment models; our digital strategy, our investments in our enrollment platform and its expected impact on our business; our expectations regarding changes in laws, regulations and guidelines; our plans, initiatives, projections, goals, commitments, strategies and related business and stakeholder impacts; our 2024 operational priorities, including our business and growth strategy, B2B strategy, local market strategy, product portfolio diversification, and member loyalty and retention strategy; and other statements regarding our future operations, financial condition, prospects and business strategies.

These forward-looking statements are inherently subject to various risks and uncertainties that could cause actual results to differ materially from the statements made. In particular, we are required by Accounting Standards Codification 606 — Revenue from Contracts with Customers, to make numerous assumptions that are based on historical trends and our management's judgment. These assumptions may change over time and any changes could have a material impact on our revenue recognition, guidance, and results of operations. Please review the assumptions stated in this Report carefully.

The risks and uncertainties that could cause our results to differ materially from those expressed or implied by such forward-looking statements include, but are not limited to, assumptions not being realized, global sociodemographic and economic trends, changing government regulations, evolving sustainability strategies, scientific or technological developments, climate-related conditions and weather events, our ability to gather and verify data regarding impacts, the compliance of third parties with our policies and procedures, our expansion into new products, services, technologies, and geographic regions, or other changes in circumstances, as well as the factors described in the "Risk Factors" section of our most recent Quarterly Report on Form 10-Q or Annual Report on Form 10-K filed with the Securities and Exchange Commission and available on the Investor Relations page of our website at <http://www.ehealthinsurance.com> and on the Securities and Exchange Commission's website at <http://www.sec.gov>.

All forward-looking statements in this Report are based on information available to us as of the date thereof, and we do not assume any obligation to update the forward-looking statements provided to reflect events that occur or circumstances that exist after the date on which they were made, except as required by law. Readers should not place undue reliance on the forward-looking statements made in this Report. Moreover, many of the assumptions, standards, metrics, and measurements used in preparing this Report continue to evolve and are based on assumptions believed to be reasonable at the time of preparation, but they should not be considered guarantees. Given the inherent uncertainty of the estimates, assumptions, and timelines contained in this Report, we may not be able to anticipate whether, or the degree to which, we will be able to meet our plans, targets, or goals in advance.



Fran Soistman
Chief Executive Officer

A Message From Our CEO

In 2023, eHealth continued to progress toward our financial and operational goals while championing corporate responsibility, including environmental, social, and governance related-excellence. eHealth’s mission—to expertly guide consumers through their health insurance and related options, when, where, and how they prefer—remains core to both our operational focus and our approach to corporate responsibility.

Given today’s dynamic healthcare landscape, it is critical that beneficiaries have trusted resources to help them navigate changes and find health insurance plans that serve their own unique needs. This is especially true for vulnerable demographics such as seniors, people with chronic illnesses, and dual-eligible beneficiaries (those who qualify for both Medicare and Medicaid). eHealth is fulfilling this need.

In 2023, we continued to build on our leadership position in the Medicare distribution space by leveraging our differentiated value proposition to these beneficiaries. The carrier-agnostic nature of our platform, combined with broad plan selection, allows eHealth to provide unbiased plan matching service to our customers. Likewise, our omni-channel marketplace that features free access to data-powered tools and our staff of full-time licensed benefit advisors, allows beneficiaries to shop and enroll on their terms. The local market aspect of our marketing and sales strategy further enhances our ability to give beneficiaries personalized plan

recommendations through deep understanding of the unique aspects of each market, such as provider and pharmacy networks. This superior customer-facing experience is evident in our 4.6 out of 5-star Trustpilot consumer rating as of August 2024 for eHealth Medicare.

We remain committed to the corporate mission and vision statements (listed in the Human Capital Strategy section of this report) that we introduced as part of our 2022–2023 business transformation. Along with our organizational values and customer promise signed by every member of our Senior Leadership Team, they guide our daily interactions with eHealth’s stakeholders.

This promise is as follows:

A Pledge to You, our Medicare Beneficiaries and Caregivers:

Our desire to offer you a world-class experience is not just words on a page. It’s a commitment we take seriously. It’s a pledge each employee makes to you.

- We pledge that our licensed and certified agents will listen carefully to your needs and preferences, and help you decide on the right plan for you.
- We pledge to offer multiple high-quality plans from multiple insurers, and provide the information needed to avoid surprise costs or restrictions on the care and prescriptions you need.
- We pledge to make recommendations based on your satisfaction, not on financial incentives. There are no extra fees when you work with eHealth.
- We pledge expert guidance and timely follow-up, always working on your behalf to get the information you need to select the right plan.
- We pledge to provide a friendly, easy-to-use shopping and enrollment experience, guided by eHealth’s licensed and certified agents.
- We pledge to perform our responsibilities with the highest degree of ethics and integrity, meeting government regulations and insurer standards to protect your rights with a safe, secure experience.

In 2023, we continued to lean into our corporate value of OneTeam. This concept is centered on collaboration, commitment to our customers, becoming better professionals every day, and steadfast focus on our corporate goals. One example of this value in action was the 2023 launch of our AEP Aces program. This initiative brought in employees from all areas of the company to help screen inbound customer calls during the Annual Enrollment Period. Our AEP Aces stepped up to help our licensed benefit advisors serve as many beneficiaries as possible during critical high call volume periods. The AEP Aces program also helped all of us better understand the needs of eHealth customers and generated innovative ideas for making our service even smoother, easier to navigate and more consumer friendly.

2023 also marked another strong year of employee volunteering and charitable giving. As part of the annual offsite meeting for our Digital team, employees based in the San Francisco Bay Area gathered to package over 10,000 meals for Rise Against Hunger, providing an entire school year's worth of food security to local students in need.

Volunteering also extended to our Senior Leadership Team in 2023, as we dedicated a portion of our leadership offsite to our partnership with Happy Hope Factory in Charleston, South Carolina. The partnership between eHealth and the Happy Hope Foundation is a testament to our shared values in making a meaningful impact on the lives of others.



Our partnership with Happy Hope Factory helped to make a meaningful impact in the lives of others.

As a company, we believe in the power of collective efforts to create positive change. We are immensely proud of all our employees who volunteered in 2023 for embracing this message and channeling their efforts toward creating smiles, fostering hope, and spreading kindness.

2023 also represented another successful year for our eHealth Gives program, which offers opportunities for employees who are actively looking to give back to the communities in which we operate, and a space to connect and come together to support meaningful causes. Details of these meaningful experiences can be found in the Human Capital Strategy section of this report.

Professional development remained a key focus for eHealth in 2023. We continued to offer frequent All Hands and Townhall meetings as well as our “Leaders Leading Leaders” series aimed at developing our talent and educating them on key initiatives and projects across departments. We also placed a particular emphasis on skill development for our licensed benefit advisors. Through our ongoing training program, named Sales Mastery University, or “SMU,” we provide our benefit advisors with training resources to help foster sales and broader career skills. These resources include, among other things, a podcast, weekly tips, and short-form training units.

After formalizing our shift to being a remote-first company in 2022, we continued to rationalize our real estate footprint in 2023. In 2023, we officially shut down our Santa Clara office and moved our corporate headquarters to our existing office in Austin, Texas. With respect to office space, we continue to emphasize an approach that provides flexibility to our workforce while being thoughtful about our impact on commute-related emissions.

eHealth’s sustainability journey is not complete, but we’re pleased with the meaningful strides made over the past year. Upholding the highest standards of corporate citizenship is central to our mission, and we remain steadfast in our ambition to lead the industry in this regard, just as we do in service excellence. We look forward to sharing additional encouraging developments as our sustainability initiatives continue to evolve.

Sincerely,
Fran Soistman




1997
Founded

eHealth puts first
ever health insurance
application online

1999



eHealth launches
proprietary health
insurance plan
comparison tool

2000

Electronic Processing
Interchange (EPI)
introduced allowing
electronic submission of
insurance application to
carriers, obviating the
need for paper-based,
manual process

2001



eHealth Company Timeline

From its early days, eHealth's goal was to simplify and improve the process of researching and purchasing health insurance by individuals and small businesses — a process that has traditionally been complex, nontransparent, and paper-intensive.

Founded in 1997, eHealth initially focused on helping Americans who did not have access to employer-based or government-sponsored health coverage, purchase individual health insurance. Affordable individual and family plans were available from a number of leading insurance companies, but public awareness was low, and the process for comparing different plans and understanding coverage, deductibles, and other plan features was daunting. eHealth's platform connected consumers to a broad range of plans in their area in a transparent, consumer-centric manner and provided innovative tools to identify coverage best suited for their health and financial circumstances.

eHealth pioneered the online health insurance application process through a combination of its consumer-facing platform and back-office integrations with major health insurance companies in the individual and family health insurance market. The company's technology eliminated mounds of paperwork, saved consumers significant amounts in out-of-pocket cost, and, most importantly, provided millions with access to healthcare.

When the Affordable Care Act (ACA) was implemented in 2010, eHealth supported the goal of the legislation to expand health coverage to millions of uninsured Americans. The company partnered with the federal government as a major contributor to the framework of health insurance marketplace, Healthcare.gov, to facilitate the enrollment of eligible consumers in Qualified Health Plans (QHPs). eHealth also assisted the federal government in implementing the early requirement under the ACA for the government to have a website that provides information relating to individual and family health insurance.

In 2010, eHealth leveraged its experience in the under-65 individual and family health insurance sector to enter the Medicare-related health insurance market and create an offering for the Medicare-eligible population. The effort marked a turning point for the company and opened a large area of new growth.

In 2022, eHealth initiated a business transformation that was completed in 2023. The purpose of this transformation was to significantly improve eHealth's cost base, restructure the sales and marketing organization and strategies, and return the company to a trajectory of long-term profitable growth, including positive free cash flow generation.



2006
eHealth completes Initial Public Offering

2008
eApproval tool is launched supporting automated health insurance underwriting response



2022
Introduced co-browsing and live agent chat and launched Local Sales operating model



2010
eHealth invests in Medicare capabilities and acquires PlanPrescriber



2021
Started implementation of business transformation plan to improve operational efficiency and evolve customer journey on eHealth platform



2011
eHealth optimizes website for mobile use, providing convenient way to enroll in health insurance online



2013
eHealth becomes a "Web-based Entity" under the rules and regulations of CMS1 to enroll eligible consumers into Qualified Health Plans ("QHPs") under the Affordable Care Act



2016
eHealth reaches the "5 million insured" milestone



2020
eHealth completes a follow-on offering and launches Customer Care Center technology

2018

eHealth's acquisition of GoMedigap enhances presence in the Medicare Supplement plan market



2019
eHealth completes a follow-on offering and opens its "Eastern Headquarters" in Indianapolis, Indiana

The eHealth of Today

Scale of the Organization

Choosing a health insurance plan is a confusing and difficult process for consumers who find themselves overwhelmed with a multitude of complex choices and lack of access to clear information. Medicare beneficiaries often select a plan that is not a best fit for them because the choices are too difficult to decipher. The consequences of an unwise decision can be devastating to consumer health and finances. At eHealth, we are working to help all our customers find the best fitting health insurance plans, taking into account medical needs, plan preferences, or preferred enrollment method.

eHealth, Inc. (NASDAQ: EHTH) is a leading private online health insurance marketplace with a technology and service platform that provides consumer engagement, education and health insurance enrollment solutions. Our mission is to expertly guide consumers through their health insurance enrollment and related options, when, where and how they prefer. Our platform leverages technology to solve a critical problem in a large and growing market by aiding consumers in what has traditionally been a complex, confusing and opaque health insurance purchasing process.

Our marketplace offers consumers Medicare Advantage, Medicare Supplement, Medicare Part D prescription drug, individual and family, small business, and other health insurance plans from over 180 health insurance carriers, including national and regional companies.

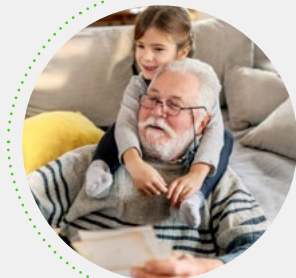
Since our founding, we have helped to enroll millions of Americans in quality, affordable coverage.

Our omnichannel platform is designed to meet the consumer wherever they prefer to engage with us, whether that is online, by telephone with a licensed insurance agent, or benefit advisors, or through a hybrid online assisted interaction that includes live agent chat and co-browsing capabilities. In 2024, we piloted one-way video chat capabilities that allow the beneficiary to see their licensed benefit advisor on video as they shop for a plan as a way to further personalize the experience and build trust.

Our mission is to expertly guide consumers through their health insurance enrollment and related options, when, where and how they prefer.

180+
health insurance carriers offered on our marketplace

Millions
of Americans have been helped to enroll in coverage since our founding



Our platform also integrates proprietary and third party-developed educational content regarding health insurance plans with advanced decision support tools to aid consumers in plan selection. Our plan recommendation algorithms are agnostic to the amount of broker commission we get paid by various carriers and our licensed benefit advisors' compensation does not vary based on how much a carrier pays eHealth in commissions. Their goal is to match our customers with an optimal plan, at no cost to the beneficiary.

In 2023, eHealth generated \$453 million in annual revenue, with net loss of \$28 million.

As of December 31, 2023, we had approximately 1,654 full-time employees. None of our U.S. employees are represented by a labor union. As required under Chinese law, the employees in our Xiamen, China office established what is referred to as a labor union in China. We have not experienced any work stoppages and consider our employee relations to be strong.

\$453M

2023 annual revenue

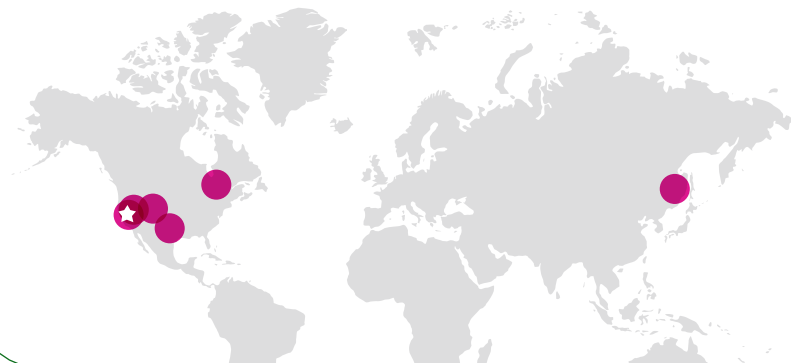
1,654

Full-time employees

as of Dec 31, 2023

Headquarters: Santa Clara, California

Operations in: Gold River, California; Salt Lake City, Utah; Indianapolis, Indiana; Austin, Texas; and Xiamen, China.



Supporting Change in the Healthcare Marketplace

The healthcare and health insurance industries have experienced meaningful change in recent years on the legislative and regulatory fronts. Some of these changes, including the implementation of the ACA, have had a significant impact on our business. Our industry remains heavily regulated and is subject to external factors such as additional changes to the ACA, the Medicare program, the Medicare Advantage and Medicare Part D prescription drug programs and other changes to the current health insurance framework.

We are encouraged by significant support for the Medicare Advantage program that we have seen in the past several years, resulting in an increased selection and improved quality and affordability of those plans for consumers. Growing Medicare Advantage enrollment is a positive trend for consumers, government, and the private sector. For example, studies have shown that Medicare Advantage produces better outcomes compared to traditional Medicare, resulting not only in healthier consumers and lower healthcare costs.

At the same time, we see potential for further improvements to the Medicare program and beneficiary experience. One is to lessen some of the burden caused by the single 7-week enrollment period when millions of beneficiaries across the country must rush to review their coverage and make the necessary changes for the following year. This places significant burden and strains the capacity of Medicare Advantage distribution as overall enrollment in the program tops 30 million seniors. eHealth advocates introducing personalized, month-long open enrollment periods timed around beneficiary's birthday. Such staggered enrollments throughout the year would save Medicare beneficiaries from the pressure of a single enrollment period and allow the industry to maintain stable headcount of experienced career advisors instead of ramping the workforce for a few months and then letting agents go once the enrollment period is complete.

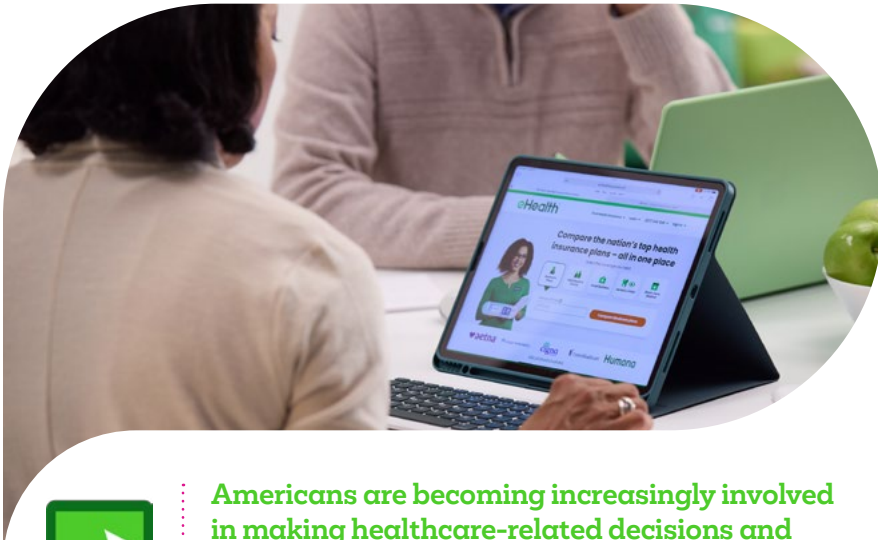
Further, we've observed significant regulatory changes to the MA program introduced for several consecutive years. We believe it would be prudent for regulators to give the existing rules an opportunity to demonstrate their effectiveness and evaluate their impact, before introducing further changes.

In addition to legislative changes, we see other important dynamics in the health insurance industry, including healthcare consumerism as Americans become increasingly involved in making healthcare-related decisions and demand choice, information, and transparency. Combined with growing digital awareness, this trend makes our platform even more relevant and our role in helping connect Americans with quality healthcare even more important.

Another important development underway in the Medicare Advantage market is the continued fundamental shift away from emphasis on enrollment volume regardless of cost and toward growth built on a foundation of enrollment quality, enhanced consumer experience, transparency, and profitability. We believe this trend is actively serving to rationalize the Medicare Advantage distribution market as we have seen market exits from competitors who could not operate profitably. Ultimately, we believe this trend represents a long-term benefit to customers, insurance carriers and quality brokers, such as eHealth.

At eHealth, we believe our mission extends not just to our customers and our shareholders, but also to the broader health insurance marketplace. To that end, we engage with public policy makers to leverage our industry expertise and technology platform to drive healthcare accessibility in the United States. For example, our unique perspective and data on the health insurance market can help inform public policy discussions. We are committed to ensuring that decision-makers appreciate the value of the private sector and what it can do to broaden access to affordable health insurance, promote government insurance programs such as Medicare, and lead technological innovation in the sector.

We participate in the political and public policy process in ways that are intended to support the best interests of our company, employees, customers and shareholders. They are done in accordance with all applicable laws, and consistent with our high ethical standards. Our Vice President of Government Affairs and our General Counsel, in consultation with members of our senior leadership team, oversee our political, lobbying and compliance activities. Our management team is responsible for ensuring that the company's political activities are conducted and disclosed in accordance with applicable law.



Americans are becoming increasingly involved in making healthcare-related decisions and demand choice, information, and transparency. Combined with growing digital awareness, this trend makes our platform even more relevant and our role in helping connect Americans with quality healthcare even more important.

Our Sustainability Approach

Advancing our Mission for Sustainable Development

eHealth's mission is to expertly guide consumers through their health insurance and related options, when, where, and how they prefer. This commitment is integral to our operations and informs every strategic decision we make. Central to our mission is the aspiration to set the industry standard for enrollment quality and to be the most trusted partner for consumers throughout their health insurance journey.

Today, our mission is more relevant and crucial than ever. We are committed to achieving it in a sustainable manner, driving innovation and supporting environmentally friendly practices to transform the traditionally paper-heavy and complex process of health insurance enrollment. We are committed to the diversity of our customer base that includes individuals across all age groups, ethnicities, and socioeconomic backgrounds. Our technology platform extends health insurance-related information, decision support tools and enrollment opportunities to consumer groups that might otherwise have limited access to licensed insurance agents and other means of getting educated and enrolled in quality coverage.

In 2023 we continued to emphasize our locally focused sales structure centered around regional benefit advisor specialization. This helps align our sales model with the local community-based nature of health care delivery and the health insurance industry.

Our mission extends beyond individual consumers to the well-being of the communities we serve. eHealth is dedicated to promoting a more sustainable and equitable world. In pursuit of this commitment, we provide millions of Americans with access to quality, affordable healthcare, while also fostering a culture of giving and volunteerism. Our fourth annual Sustainability Report is part of our dedication to the health of our employees, our customers, our communities, and the broader environment. We are committed to driving innovation and change in the health insurance sector while assessing our strategic and operational goals through the lens of sustainability.



eHealth's Approach to Sustainability

Materiality

The Nominating and Corporate Governance Committee of our Board of Directors oversees our ESG program. Led by our investor relations, legal, and corporate finance teams, the program's key areas are regularly assessed, with insights and analyses shared with both our Chief Executive Officer and the Board of Directors.

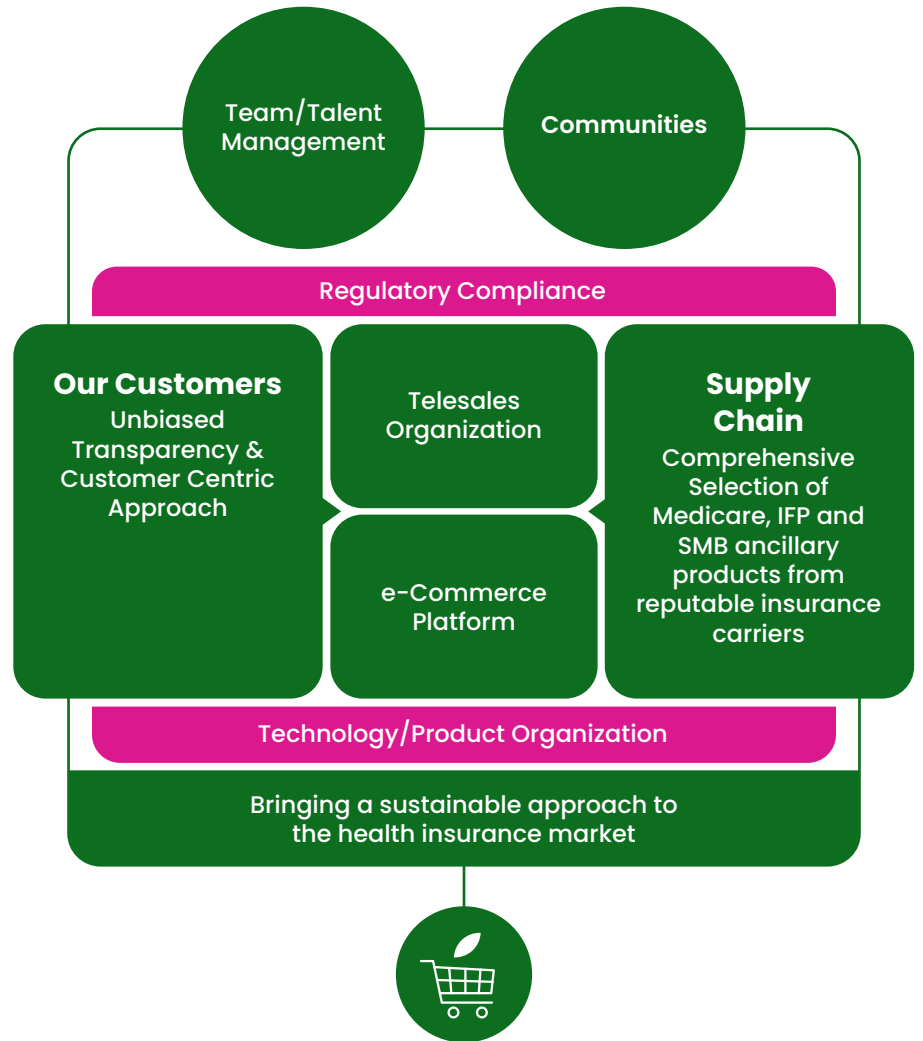
As part of our efforts toward shaping and accelerating our sustainability program, we formed a cross-functional working group in 2020 to align our ESG initiatives with our broader corporate mission and our dedication to healthy customers, employees, and communities.

In 2020 we embarked on an ESG materiality assessment. The assessment, which applied the GRI Reporting Principles, was initiated by reviewing industry publications; engaging with our key stakeholders, including customers, investors, employees and partners; conducting internal interviews with cross-functional teams; and evaluating our goals by aligning with leading sustainability initiatives, standards, and frameworks.

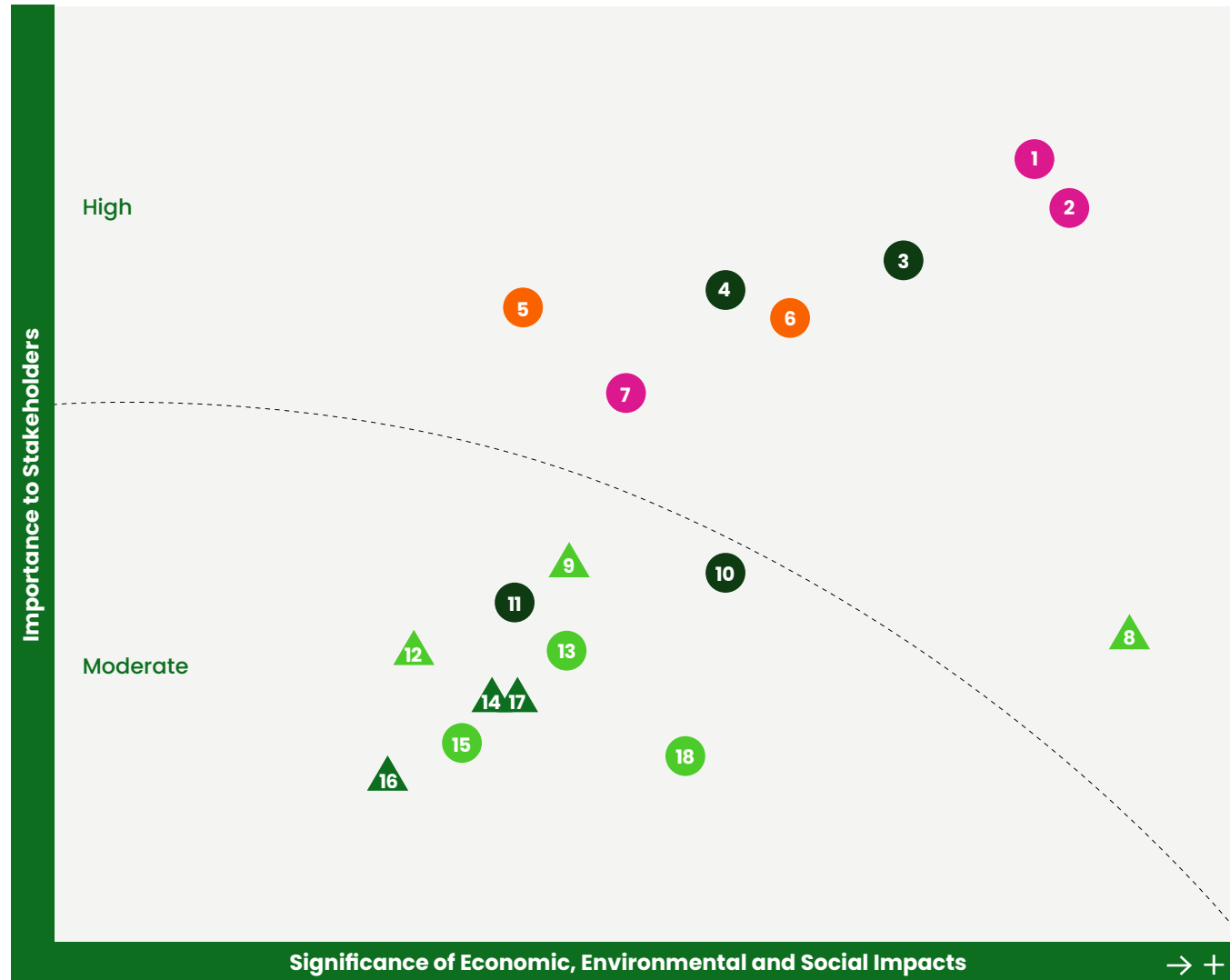
In June of 2021, we published our inaugural ESG Report. The eHealth Sustainability program plans to continue to hone data tracking processes, develop key initiatives and targets, and further engage employees and stakeholders.

Our assessment was carried out in a three-stage process aimed at determining:

1. The significance of current and potential social, environmental, and economic impacts. This analysis considered both quantitative and qualitative factors based on the tests for materiality within the GRI Standards and by referencing SASB’s industry guidance. Additional considerations included an alignment exercise with leading ESG ratings questionnaires and the acknowledgment of applicable laws and regulations, along with company strategy, policies, core competencies, and identified risks and opportunities. By assessing impacts across eHealth’s range of stakeholders, we were able to assess the degree of control we have over our ability to create change in certain areas.
2. The importance to stakeholders in determining their assessments and decisions about eHealth. With the help of an external advisory firm, we evaluated stakeholder perspectives by proxy through benchmarking assessments and interviews held with cross-functional team members and senior leaders. Once we shortlisted applicable topics, we surveyed a wide group of stakeholders to help us prioritize relevant issues. More than 2,100 people, including our employees, members of our Board of Directors, customers, and insurance carriers provided feedback vital for shaping our sustainability strategy and overall organizational improvements.
3. The strategy in creating long-term value. We assessed the strategic significance of sustainability topics based on eHealth’s mission, vision, strategic objectives, and areas of organizational focus and completed a mapping exercise to identify key sources of long-term value creation. This systems-thinking approach enabled us to take a more holistic view of the key topics and their important interconnections. Our senior leadership team then validated our final set of 18 topics and thresholds for feasibly advancing change throughout the various areas of our organization.



Materiality Matrix



- Responsible Business
- ▲ Economic
- Human Capital Strategy
- ▲ Community Impact
- Customer Experience
- Environment

High

1. Data privacy and information security
2. Responsible business conduct
3. Employment and engagement
4. Healthy, safety and well-being
5. Customer health and wellness
6. Customer experience
7. Human rights
8. Economic performance

Moderate

9. Indirect economic impacts
10. Diversity, equity and inclusion
11. Learning and development
12. Tax strategy
13. Materials and waste
14. Inclusive access to digital economy
15. Water
16. Community impact and support
17. Supply chain management
18. Energy and GHG emissions

Our Sustainability Commitments



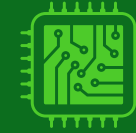
Responsible Business



Human Capital Strategy



Climate Change



Innovation

By aligning material topics to the SDGs, we can begin collaborating with our stakeholders to achieve progress on some of the issues that challenge sustainable development in the world today. The progress on these issues is also closely aligned with our strategic and operational goals.



About the SDGs

The SDGs were introduced in 2015 to provide a call to action for governments, companies, and civil society to rally behind 17 goals that promote economic growth and address a range of social needs, including education, health, social protection, and job opportunities, while tackling climate change and environmental protection. We are excited to join others in the call to accelerate efforts to alleviate global challenges by 2030 in the Decade of Action.

Responsible Business

GOVERNANCE

- Ethical and responsible business conduct
- Human rights
- Data privacy and information security
- Supply chain management

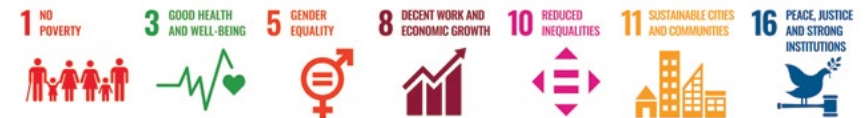
ECONOMIC

- Economic performance
- Indirect economic impacts
- Tax strategy



Human Capital Strategy

- Employment and engagement
- Learning and development
- Health, safety and well-being
- Diversity, equity and inclusion



Climate Change

- Energy and greenhouse gas emissions
- Water
- Materials and waste



Innovation

CUSTOMER EXPERIENCE

- Customer experience
- Customer health and wellness

COMMUNITY IMPACT

- Community impact and support
- Inclusive access to digital economy

