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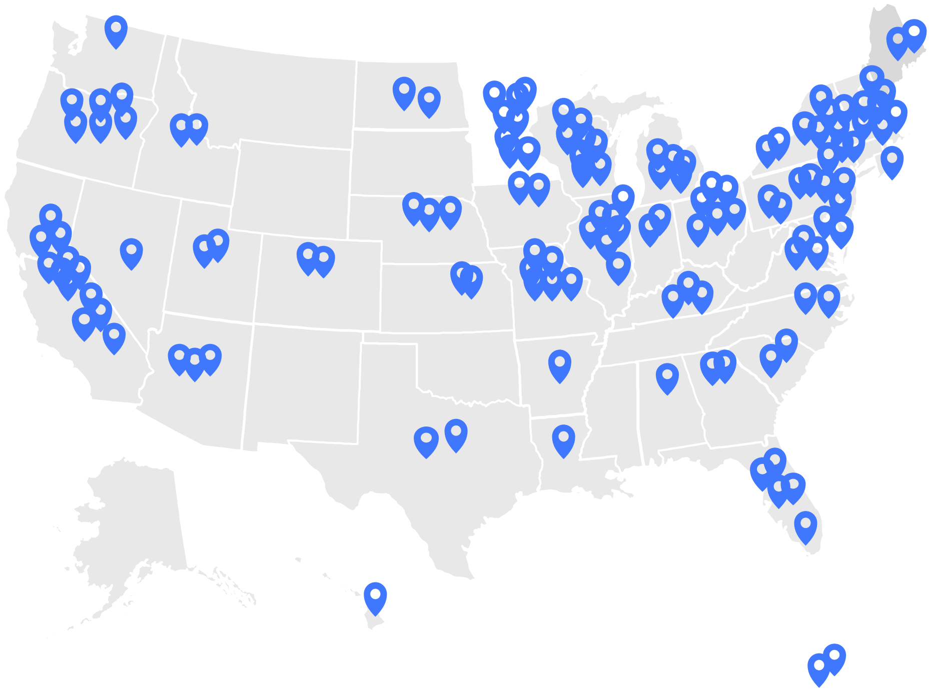
GEORGE DIPPEL

Managing Partner, Integrity

Integrity Partner Deft Research



Deft is the voice of the health insurance consumer **trusted by more than 140 health insurance carriers** and dozens of other FMOs, Hospitals, Pharmacies and consulting agencies across the nation.

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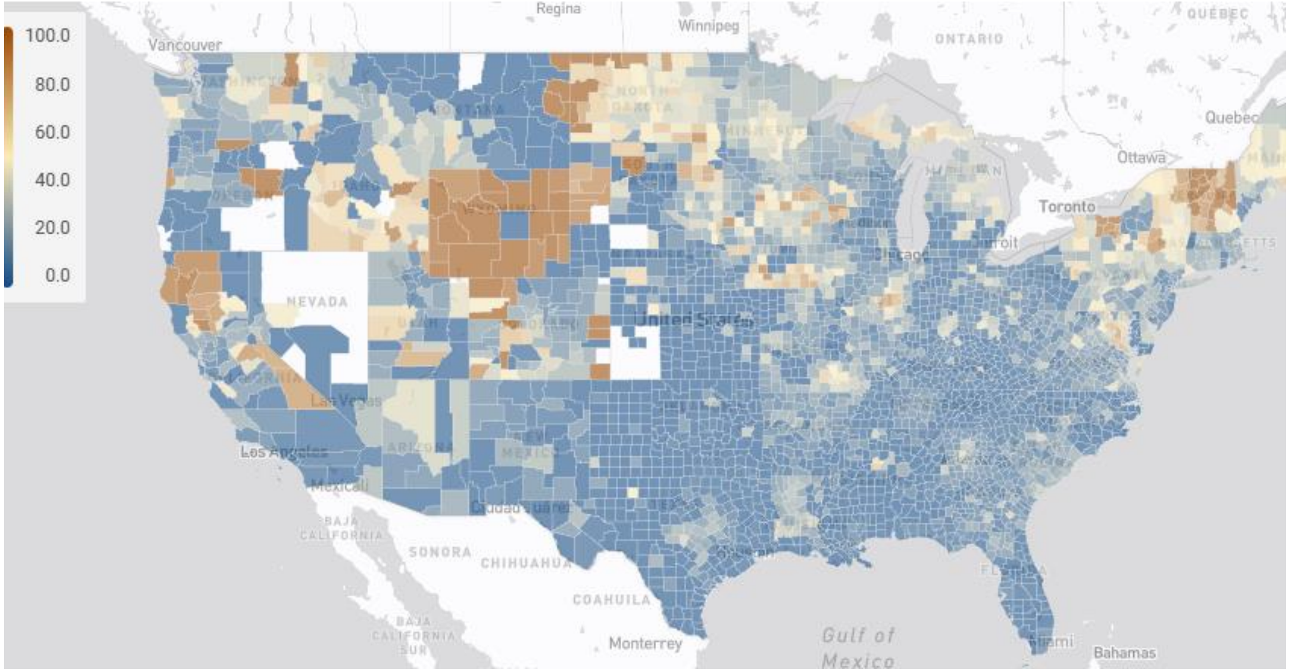
2026 Saw 2.8M Non-SNP MA Members Termed

For 2026, a record 2.8 million non-SNP MA members saw their coverage terminated, either via SARs, plan terminations, or exits.



Map from Deft Research's *MAPD and PDP Disruption Tool*

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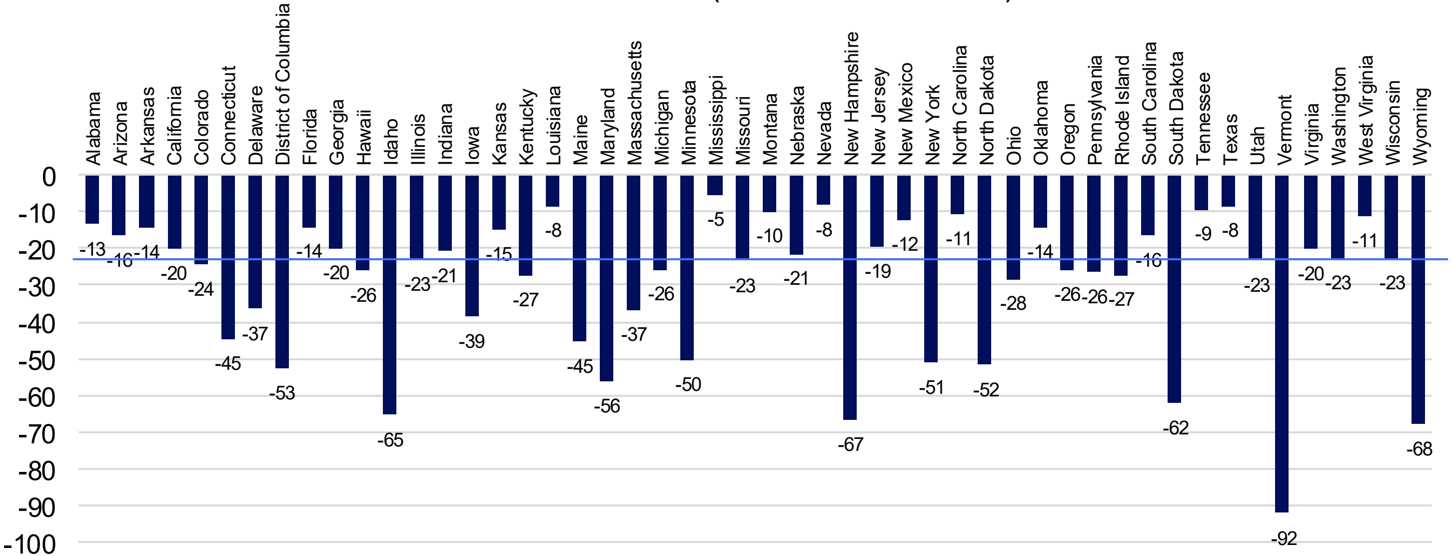
2026: The Average Senior Felt Coverage Worsen

The average senior in any state saw their MA coverage worsen in the aggregate for 2026.

- Index scores that are more positive represent MA designs **increasing** in value.
- Index scores that are more negative represent MA designs that are **decreasing** in value.

2025-2026 MPSI BY STATE (INCLUDING TERMINATIONS)

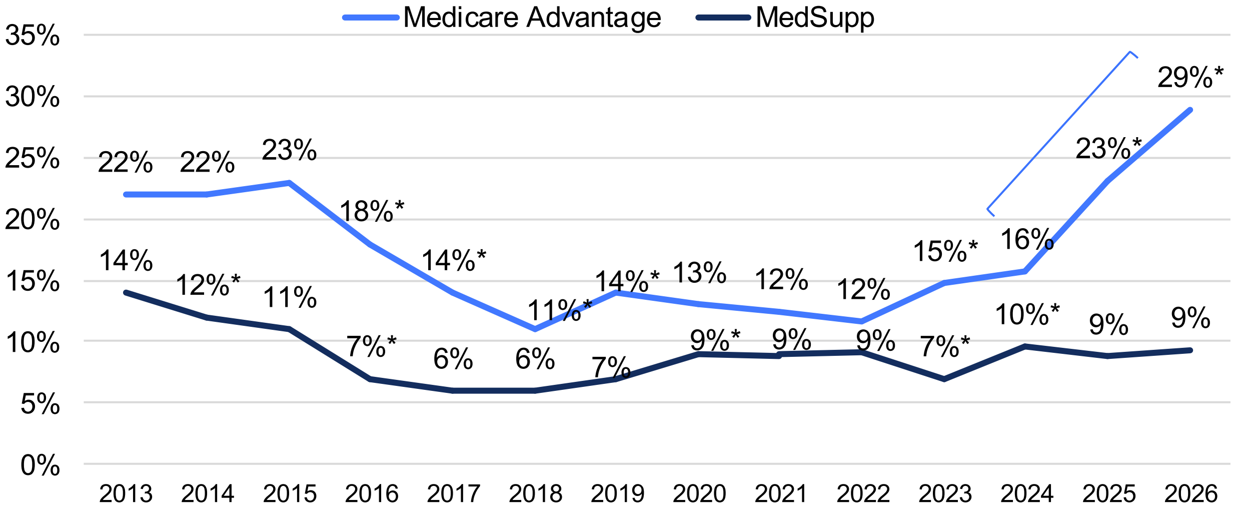


[1]Deft Research, *MAPD and PDP Disruption Tool,* 2025–2026 data. October 2025. The MAPD and PDP Disruption Tool Excludes D-SNP, I-SNP, MMP, and EGHP plans.

2026: Medicare Advantage Switching Increased

Since 2024, the percentage of MA switching has increased by 13 points to nearly 3 in 10 members. MA switching has doubled in two years.

2013–2026 MEDICARE PLAN/CARRIER SWITCH RATES



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Medicare Advantage n=	1,671	1,652	422	984	971	1,579	1,615	1,533	1,782	1,846	1,702	2,874	2,622	2,761
MedSupp n=	1,765	1,651	634	676	778	1,351	1,607	1,300	1,412	1,183	1,029	1,562	1,707	1,231

*Indicates significant difference from the previous year.

[1]Deft Research, *MAPD and PDP Disruption Tool,* 2025–2026 data. October 2025. The MAPD and PDP Disruption Tool Excludes D-SNP, I-SNP, MMP, and EGHP plans.

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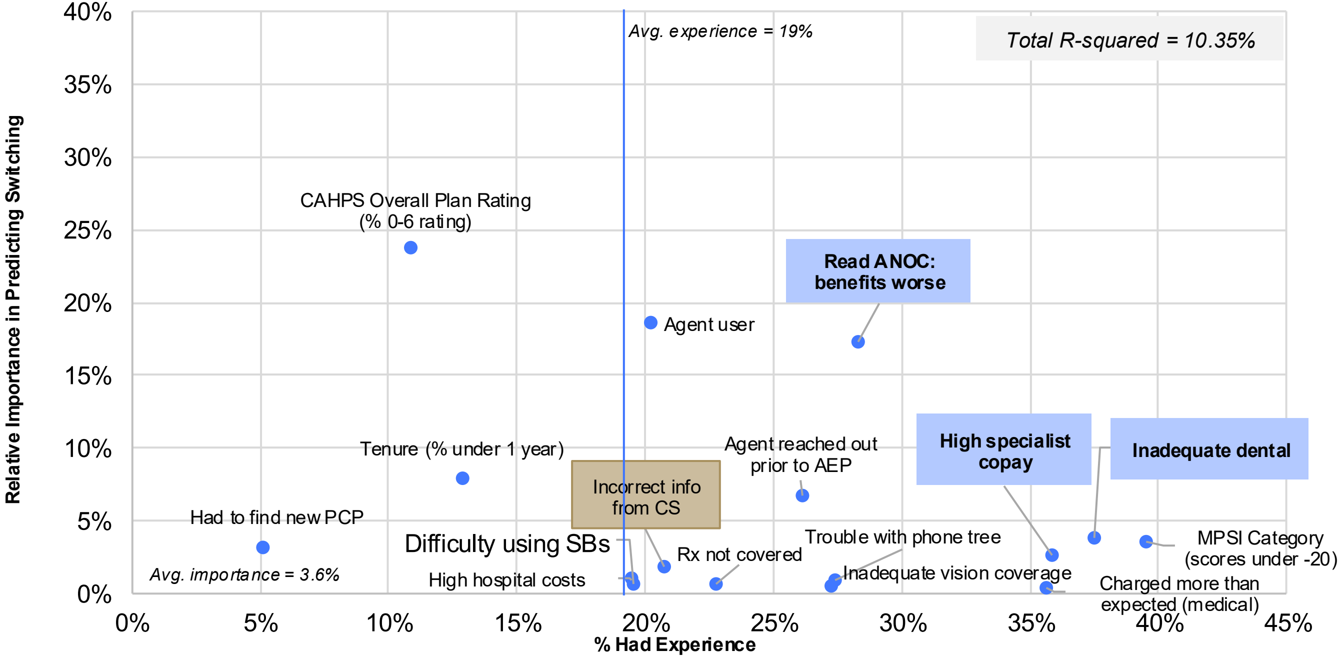
2026: What Drove Voluntary Switching?

Troubling ANOCs, whether the agent was the “bearer of bad news” or the members sought out an agent to address what they read, drove voluntary switching.

KEY DRIVERS OF VOLUNTARY SWITCHING

Base: Medicare Advantage, 2025 Plan Not Terminated, n=2,355



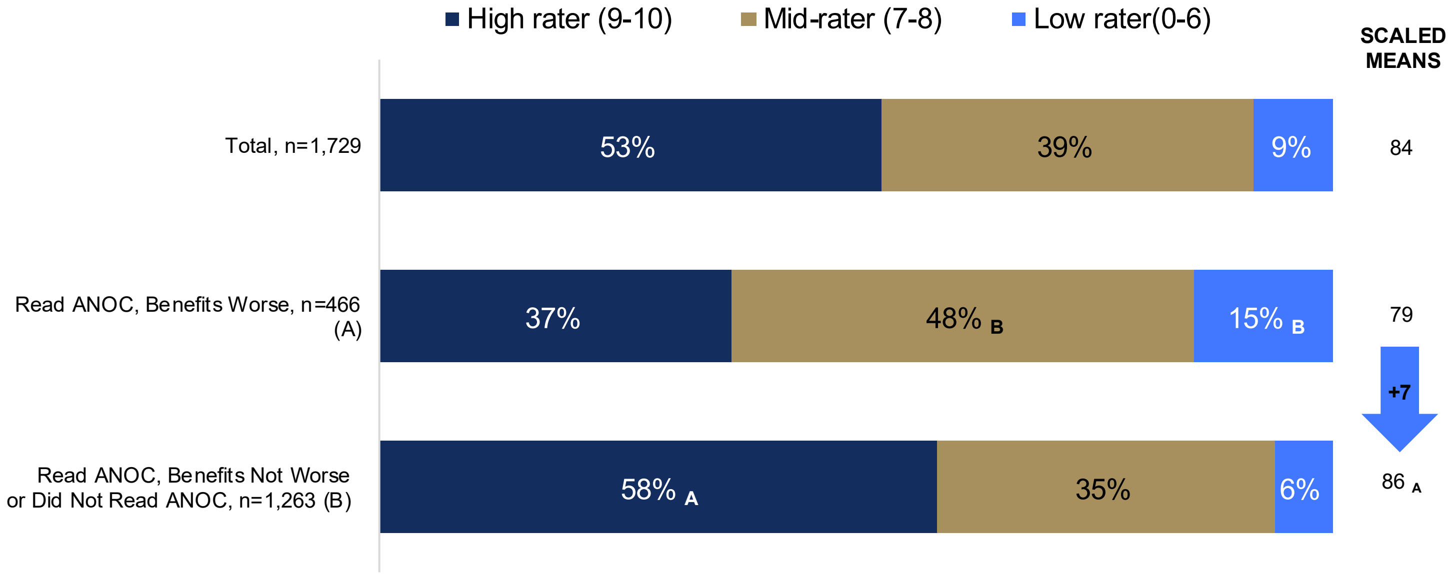
*Medicare Plan Stability Index (MPSI™): An overall estimate of plan stability that members will experience between years. Positive values indicate an estimated improvement in the overall plan, while negative values indicate negative changes. This index accounts for changes to premiums, deductibles, MOOP, dental, vision, hearing, OTC, Part B premium rebates, and plan terminations. From Deft’s *MAPD + PDP Disruption Tool.*

2026: How Negative ANOC Impacts Perception

When seniors read their ANOC and their final perception is their benefits are worsening, they score lower in quality measures that feed into Star rating.

OVERALL PLAN RATING BY READING ANOC, BENEFITS WORSE

Base: Medicare Advantage, 2025 Plan Not Terminated, Two or More Years with Plan



Letters indicate statistically significant difference from corresponding group, $p < .05$.

[1]CMS 2026 Star Ratings Data Table – Part C Cut Points. October 2025.

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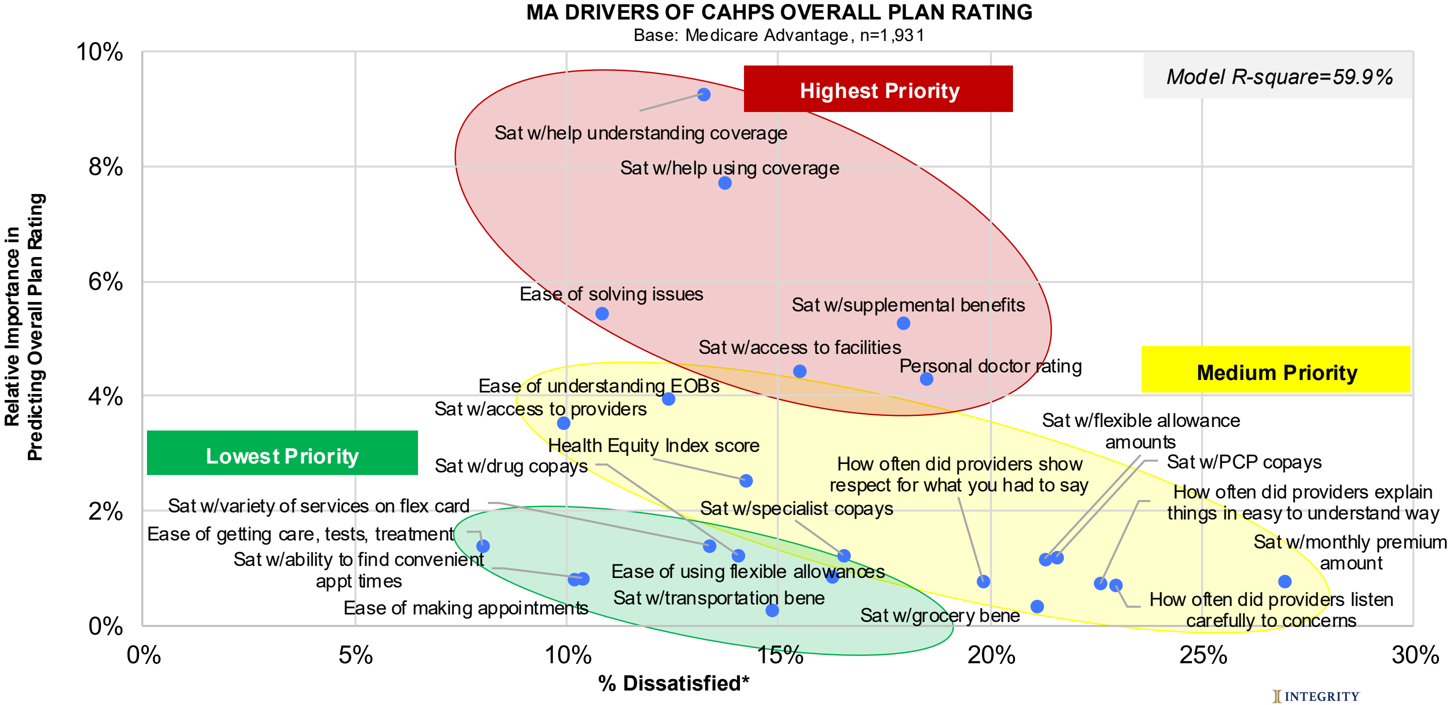
CAHPS Score Primary Drivers

Help with demystifying Medicare—understanding and using coverage—along are among the top drivers of MA plan ratings for carriers in CAHPS.



*Since drivers were measured using different scales, the "% Dissatisfied" denotes the proportion of members falling one or more standard deviation below the mean on a standardized satisfaction scale.

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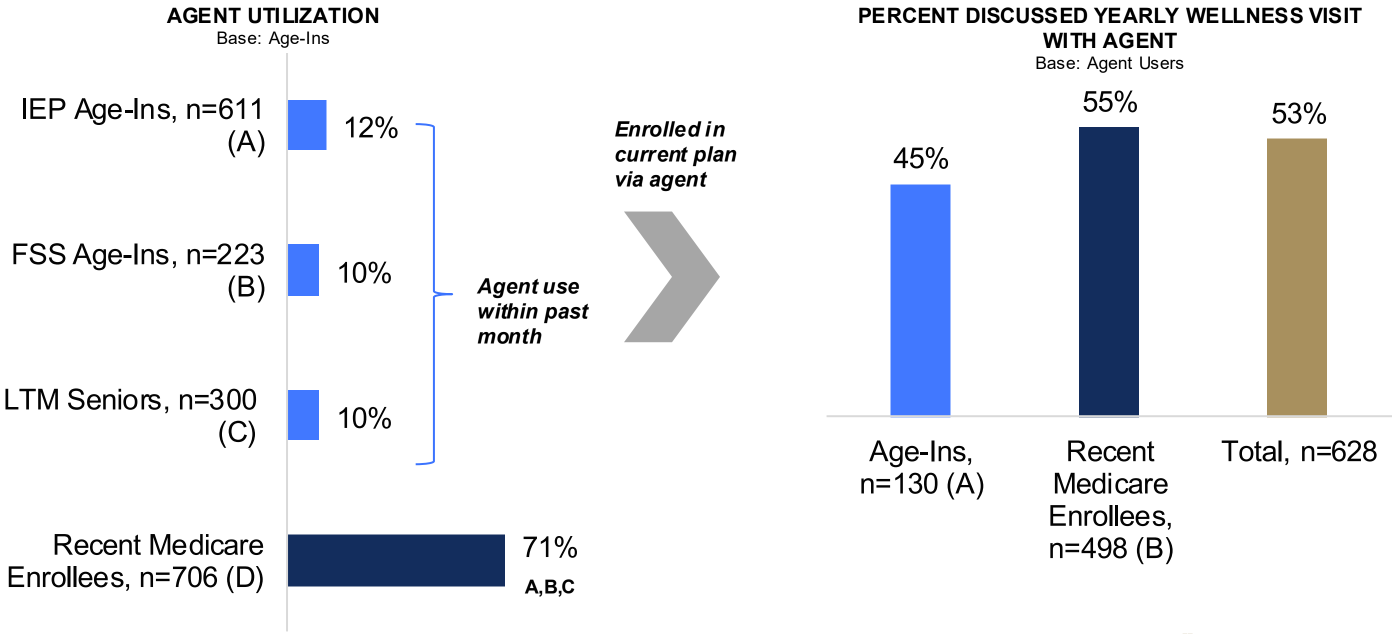
Consumers Want Agents To Help Engage

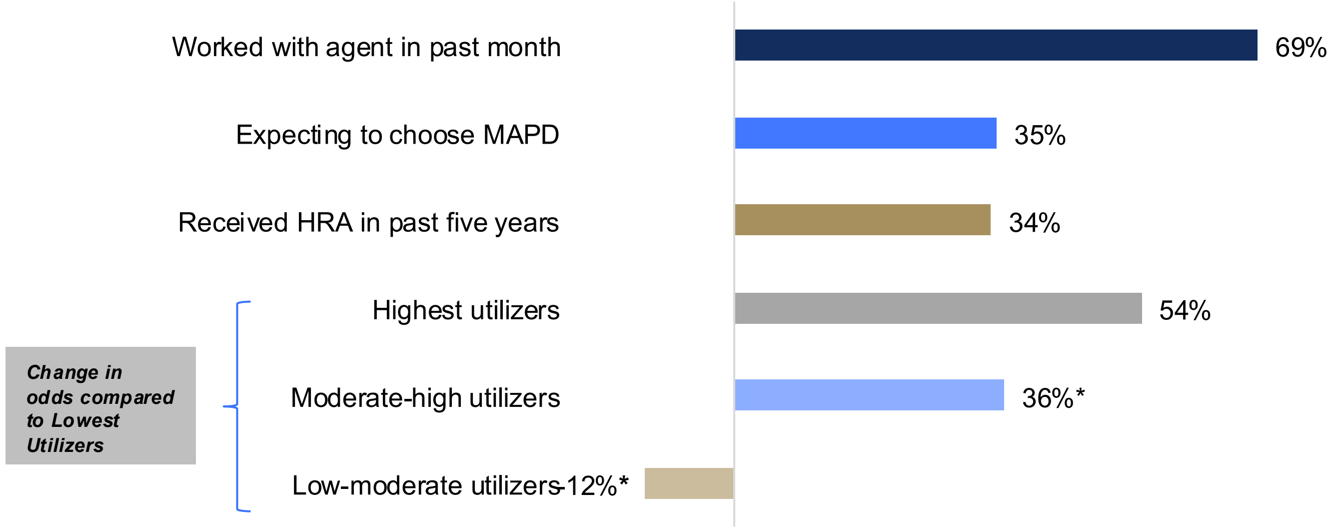
The majority of recent enrollees worked with an agent to sign up for their plans, and about half discussed the Annual Wellness Visit.



Consumers Want Agents To Help Engage

Recent agent use, coverage leanings, and utilization all drive the odds that an Age-In would highly help with the facilitate of benefits.

CHANGE IN ODDS: TOP-2 BOX AGREEMENT THAT CONSUMER WOULD VALUE AGENT SCHEDULING APPOINTMENTS, ENROLLING IN PROGRAMS
Base: Age-Ins, n=1,125 (excludes cases with missing data)



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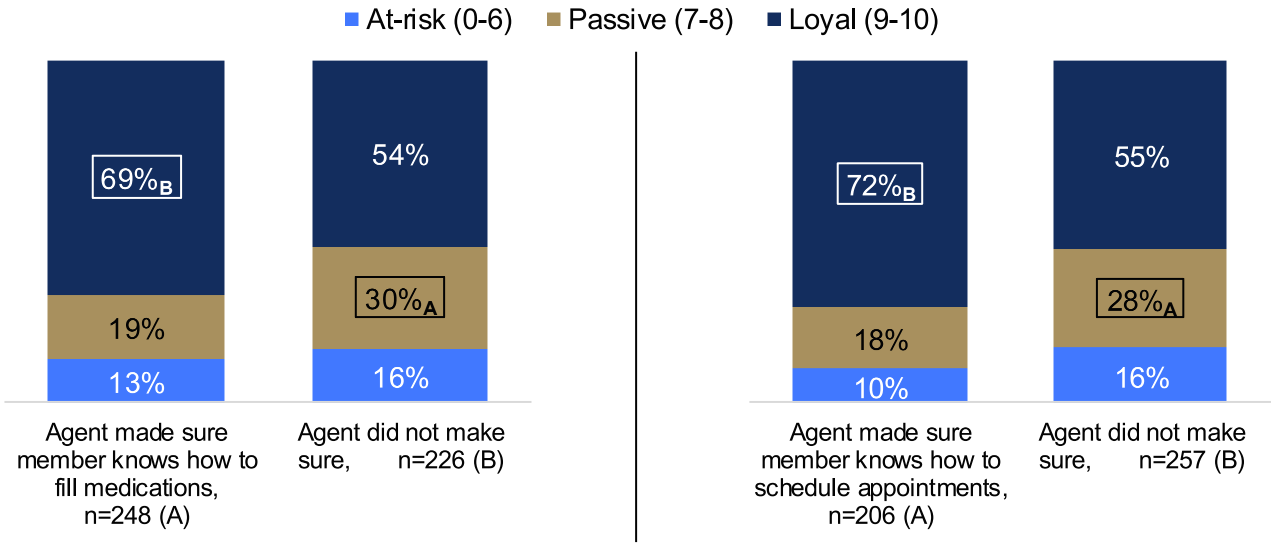
How Agents Impact Loyalty Rates

Agents checking that their clients understand how to access healthcare is associated with higher rates of loyalty.

LOYALTY TO INSURER BY WHETHER AEP AGENT CHECKED UNDERSTANDING OF FILLING PRESCRIPTIONS UNDER NEW PLAN
Base: Used an Agent during AEP

LOYALTY TO INSURER BY WHETHER AEP AGENT CHECKED UNDERSTANDING OF MAKING APPOINTMENTS UNDER NEW PLAN
Base: Used an Agent during AEP

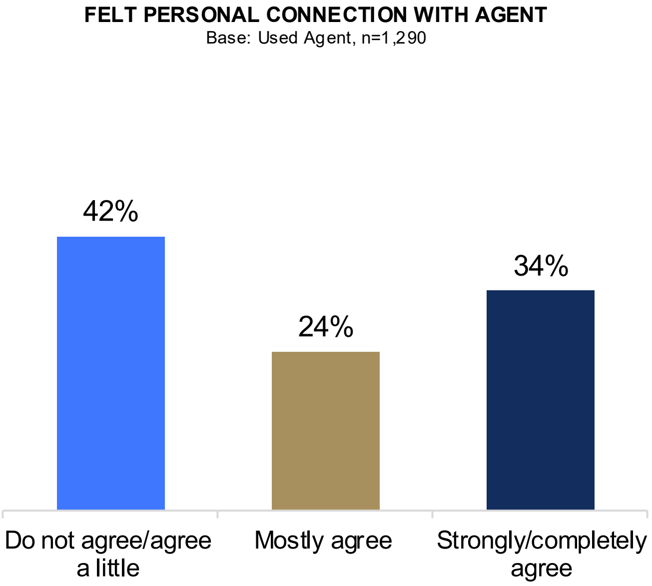


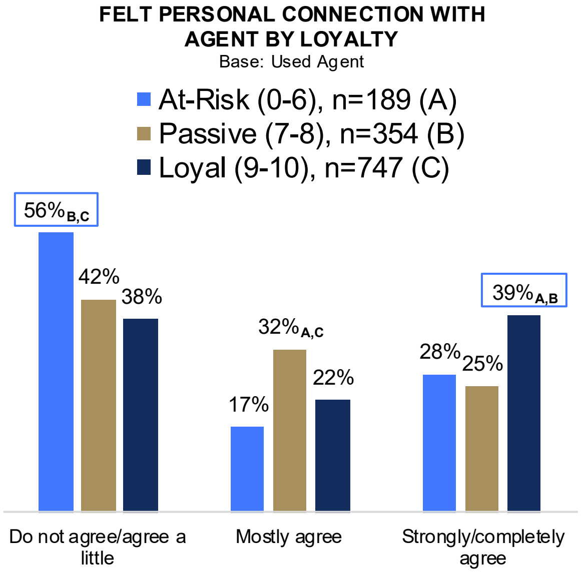
Letters indicate statistically significant difference from corresponding group, $p < .05$.

Did the agent you worked with make sure you'd know how to do the following with your new plan…
How likely are you to stay with your current insurer the next time you have the opportunity to change your health insurance?

Agent Enrolled Consumers See Higher Retention

Most members who use an agent to sign up for their coverage feel they have a personal connection with their agent, and these members end up stickier.



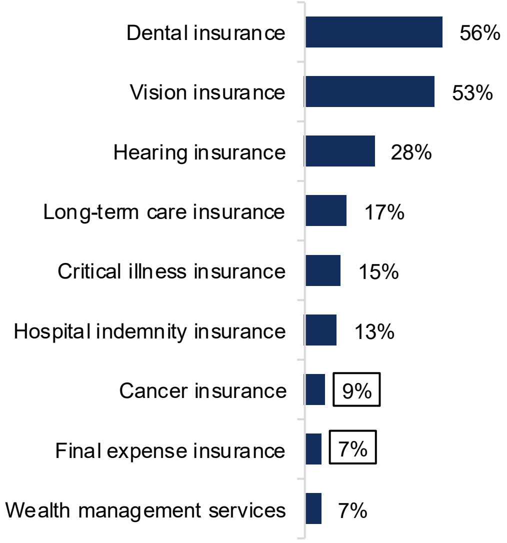


Letters indicate statistically significant difference from corresponding group, $p < .05$.
How much do you agree that you feel a personal connection with the agent who helped you enroll in your current health plan?

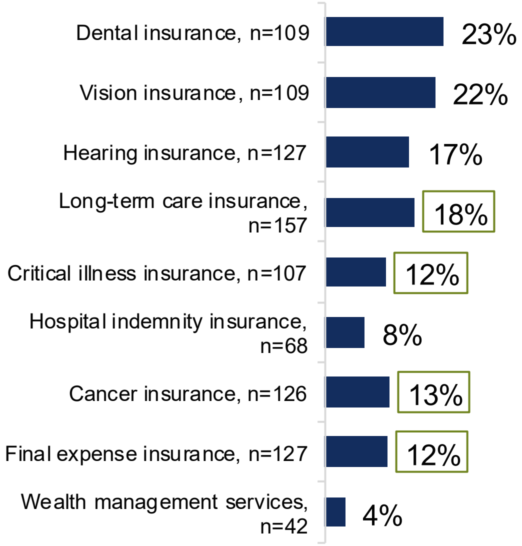
Consumers Are Interested In Additional Products

Most agents are talking to their Medicare prospects about dental and vision. But seniors want to hear about other benefits sold outside of MedSupp and not embedded in MA.

AGENT DISCUSSED OTHER INSURANCE
Base: Used Agent, 1,290
Multiple Response



WOULD LIKE AGENT TO DISCUSS OTHER INSURANCE
Base: Used Agent, Agent Did Not Discuss Benefit
Multiple Response



When you met with the agent about your current Medicare insurance, did they also talk to you about any of these other types of insurance?
Would you have liked for your agent to discuss any of these products with you?

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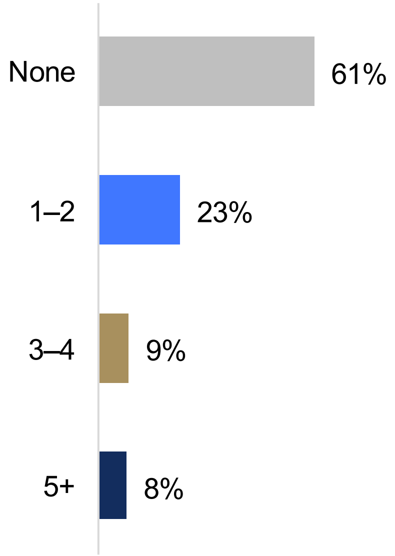
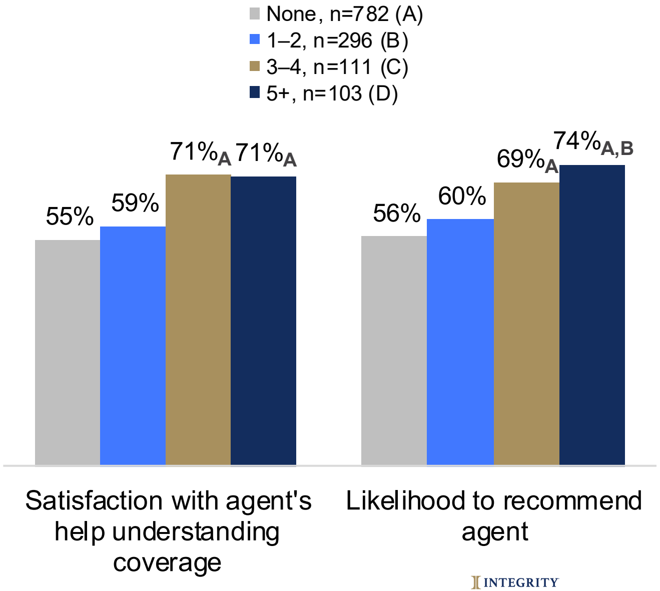
Multiple Products Strengthen The Relationship

Consumers who discuss multiple insurance products with their agent are more likely to provide their agent with word-of-mouth referrals.

NUMBER OF ADDITIONAL NON-MEDICARE INSURANCE PRODUCTS DISCUSSED BY AGENT
Base: Agent Helped Enroll in Plan, n=1,292



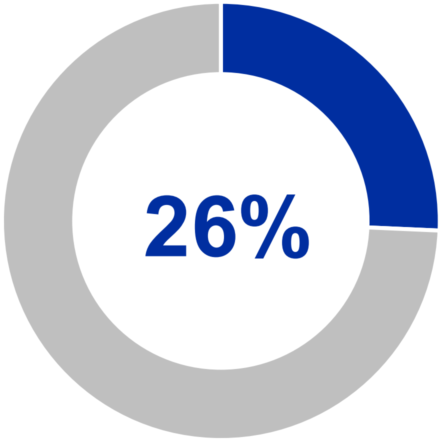
PERCENT RATING 9 OR 10 BY NUMBER OF ADDITIONAL PRODUCTS DISCUSSED
Base: Agent Helped Enroll in Plan

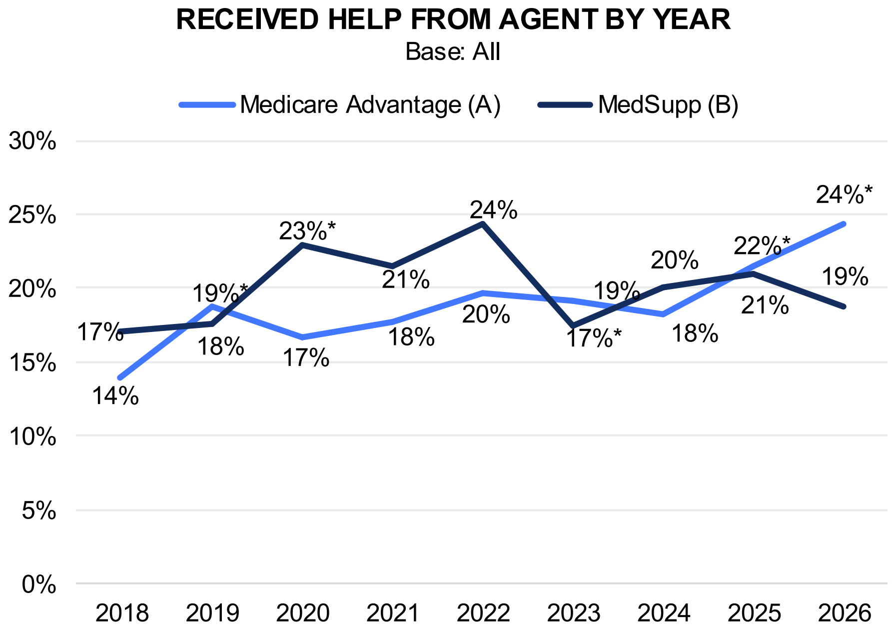


Excludes discussions of dental, vision and hearing coverage.
Letters indicate statistically significant difference from corresponding group, p < .05.

Agent Opportunity Moving Forward

Loyalty is forged in times of crisis. MA seniors are now more likely than ever to seek the assistance of an agent.





[1]Deft Research, *MAPD + PDP Carrier Exit Tracker*. 2025.

*Statistically significant difference from previous year, $p < .05$.

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