



Potential revenue impact of improving conversion rates among those age 66+

IDENTIFYING POTENTIAL IMPACT	(A) TODAY'S WORLD	(B) IMPACT OF CAPTURING LATE ENROLLEES	(C) IMPACT ON SALES CONVERSION RATE W/ IMPROVED RELEVANCE & EXPERIENCE
Avg Annual Medicare Age-ins	100,000	100,000	100,000
+ Late Enrollees	—	11,000	11,000
Total Annual Prospects	100,000	111,000	111,000
Sales Rate	20%	20%	25%
Sales	20,000	22,200	27,750
PMPY	\$ 11,000	\$ 11,000	\$ 11,000
Revenue	\$ 220,000,000	\$ 244,200,000	\$ 305,250,000
Potential Year 1 Improvement	N/A	\$ 24,200,000	\$ 85,250,000