

Quantifying the switcher market opportunity

	NEW TO MEDICARE (2017)	SWITCHER (2017)
Age-ins each year	4 million	N/A
Age-ins delaying retirement	(-) 800,000 (~20%)	N/A
Delaying retirees enrolling in Medicare upon retirement	(+) 800,000	N/A
Net eligible/enrollment	4 million	57 million
	<ul style="list-style-type: none"> Original Medicare: 1.2M Medicare Adv: 1.5M MedSupp: 900k Group Indemnity: 400k 	<ul style="list-style-type: none"> Medicare Adv: 19M MedSupp: 14M Other: 24M
MA and MedSupp enrollment	2.4 million	33 million
% eligible for enrollment each year	100%	13% (switch each year)
Addressable for enrollment	2.4 million	4.3 million