



## **Medicare Made Easy**

**Innovare Medical Media is partnering with eHealth to educate consumers and simplify the Medicare enrollment process.**

[INNOVARE MEDICAL MEDIA HQ), November 9, 2021 — Patient engagement leader [Innovare Medical Media \(Innovare\)](#) announced today that it has forged a new strategic partnership with leading online health insurance marketplace [eHealth, Inc.](#) to help consumers learn about Medicare coverage options and the value of Medicare Advantage plans.

Innovare Co-founder, Michael Ricciardi said, "Innovare has been on the forefront of connecting leading businesses with the ideal healthcare target audiences and we are happy our paths crossed with the strategic team at eHealth. From our initial discussions it was evident that the Innovare Medical Media's Nationwide hospital digital signage platform would be a good match for the education and awareness initiatives of eHealth, showcasing important content directly to a valuable audience – patients, family members and staff at the hospital."

As a licensed online health insurance broker with over 20 years of experience, eHealth has helped millions of Americans review their coverage options, see which plans cover their preferred doctors and personal drug regimen, and enroll in the best plan for their personal needs and budget. There is no additional charge for eHealth's services. Consumers can visit [ehealth.com/easy](#) to find out just how easy it is to find plans in their area that include their preferred doctors and hospital networks.

Alan Jones, Vice President of Provider Partnerships at eHealth, commented, "The future of health care is consumer-first, built on trust and unbiased transparency. With Innovare we are finding new ways to empower patients and their families to make better care and coverage decisions." The feedback from the Innovare Hospital Placed Media Network has been very positive.

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"In my experience working with patients and families at the hospital, all the changes in healthcare have made things confusing and they tend to have a lot of questions. The eHealth creative running on the Innovare screens at our hospitals has helped create more awareness on Medicare enrollment and directs our patients and families to a resource that simplifies the process."

- Social Worker from Innovare Network Hospital

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# eHealth®

“With increasing healthcare costs and decreasing reimbursements, hospital leaders find the Innovare proprietary economic model a critical financial building block for the future,” Ricciardi added.

At ZERO cost to the hospitals, Innovare has already deployed over 350 digital phone charging stations across the country, a free benefit for patients, visitors and staff in hospital cafeterias and public areas. Paired with each charging station is a large digital screen which provides marketing messages for hospital initiatives and approved sponsors such as eHealth, along with colleges/universities, banks/credit unions, etc. Supported by its partners, Innovare has already contributed over \$4.0 million back to its 150+ hospital partners.



## About eHealth, Inc.

eHealth, Inc. (NASDAQ: EHTH) operates a leading health insurance marketplace at [eHealth.com](http://eHealth.com) and [eHealthMedicare.com](http://eHealthMedicare.com) with technology that provides consumers with health insurance enrollment solutions. Since 1997, we have connected more than 8 million members with quality, affordable health insurance, Medicare options, and ancillary plans. Our proprietary marketplace offers Medicare Advantage, Medicare Supplement, Medicare Part D prescription drug, individual, family, small business and other plans from over 200 health insurance carriers across fifty states and the District of Columbia.

## About Innovare Medical Media, LLC.

Innovare Medical Media, LLC. (Innovare) is a U.S. based healthcare media company that works exclusively with medium-to-large leading hospitals and health systems coast to coast. Founded in 2010, Innovare has pioneered a Hospital Placed Media network, which provides impactful digital signage opportunities visible to patients, visitors and healthcare professionals on hospital campuses across the country. Over 150 hospitals have received over 350 free phone charging stations. By positioning critical digital signage with the charging stations in key-high traffic areas (cafeterias and public spaces) on the hospital campus, Innovare provides an impactful marketing and communication tool for hospitals and advertisers to reach this highly sought-after target audience. Supported by leading business sponsorships Innovare has contributed over \$4.0 million back to our hospital partners.