

NEWS RELEASE

## Oscar Health, Inc. Announces 2024 Market Expansion Plans, Offering Affordable, Accessible, and Technology-Enabled Care for the Eleventh Consecutive Year

10/12/2023

- Major expansion in 165 new markets in 13 states through its Individual & Family Plans
- Personalized plans for Chronic Obstructive Pulmonary Disease (COPD), asthma, and diabetes members
- Enhanced immersive Spanish-first programs

NEW YORK--(BUSINESS WIRE)-- Oscar Health, Inc. ("Oscar") (NYSE: OSCR), a leading healthcare technology company, today announced its 2024 market expansion efforts for its Individual and Family Plans, marking Oscar's eleventh consecutive year as a prominent carrier in the ACA marketplace. Oscar will offer its innovative, member-centric plans in 165 new counties, making high-quality and affordable healthcare a reality for more consumers.

(Graphic: Business Wire)

Starting in 2024, Oscar will have

a footprint in 18 states and 512

counties and expand its presence in Arizona, Florida, Georgia, Illinois, Iowa, Kansas, Missouri, North Carolina, Ohio, Oklahoma, Tennessee, Texas, and Virginia. The expansion will improve access to care in underserved and rural markets through Oscar's consumer-focused technology platform.

"Oscar's north star has and always will be about making great care cost less," said Mark Bertolini, CEO of Oscar. "We continue to meet members where they are – using our technology horsepower to rapidly respond and adapt to their needs, break one-size-fits-all approaches, and place power back in their hands."

Oscar is introducing new ways of serving its fast-growing and diverse member population. Offerings include

tailored plan designs with high-frequency care routing and engagement for members who suffer from chronic illness, as well as enhancements to its program for Spanish-speaking members.

### New Breathe Easy Plan

Oscar is launching Breathe Easy, a plan that addresses the needs of individuals with COPD and asthma, two leading respiratory diseases in America. Members who enroll in Breathe Easy will enjoy the following \$0 benefits: pulmonologist and PCP visits, pulmonary rehabilitation, oxygen services, Tier 1 preferred generics, nicotine replacement, and behavioral health services.<sup>1</sup> Members can also access financial incentives for health checkups.

### Enhanced Diabetes Care Plan

Oscar will continue to offer diabetic members low cost-sharing, high-impact clinical services, and unlimited testing supplies through its Diabetes Care plan. Benefits include: \$0 PCP visits, diabetic foot and retinal eye exams, labs, wellness programs and health coaching.<sup>2</sup> Members enrolled in this plan have seen notable results: 9% better adherence to diabetes medications, 16% higher rates of eye exam screenings, and 12% higher rates of kidney disease screenings.<sup>3</sup>

### Immersive HolaOscar Program

Oscar continues to expand its Hispanic and Latino member base, more than one-third of its total membership, through its Spanish-first program, HolaOscar. The program delivers socially and linguistically authentic experiences with cultural care matching and providers who speak the language. It also includes access to Oscar's Diabetes Care and Breathe Easy plans in select states. The program, built by Spanish-speaking teams, has driven a net promoter score of 72, roughly 184% higher than the industry average.

"We are making the individual market the market for everyone," said Alessa Quane, Executive Vice President, Chief Insurance Officer of Oscar. "Our expansion brings Oscar's magic to the most vulnerable and overlooked populations – addressing chronic illness and the diverse needs of our communities. We won't stop until all individuals have access to the high-touch seamless care they deserve."

To learn more about Oscar's Individual and Family plans, please visit: [www.hioscar.com](http://www.hioscar.com).

### **About Oscar Health**

Oscar Health, Inc. ("Oscar") is the first healthcare company built around a full stack technology platform and a relentless focus on serving its members. At Oscar, our mission is to make a healthier life accessible and affordable

for all. Headquartered in New York City, Oscar has been challenging the health care system's status quo since our founding in 2012. The company's member-first philosophy and innovative approach to care has earned us the trust of nearly one million members, as of June 30, 2023. We offer Individual & Family, Small Group and Medicare Advantage plans, and +Oscar, our full stack technology platform, to others within the provider and payor space. Our vision is to refactor health care to make good care cost less. Refactor is a term used in software engineering that means to improve the design, structure, and implementation of the software, while preserving its functionality. At Oscar, we take this definition a step further. We improve our members' experience by building trust through deep engagement, personalized guidance, and rapid iteration.

## Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements other than statements of historical fact contained herein are forward-looking statements. These statements include, but are not limited to, statements about our business prospects, and our management's plans and objectives for future operations, expectations and business strategy. In some cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "targets," "projects," "contemplates," "believes," "estimates," "predicts," "potential," or "continue" or the negative of these terms or other similar expressions. Accordingly, we caution you that any such forward-looking statements are not guarantees of future performance and are subject to risks, assumptions, and uncertainties that are difficult to predict and generally beyond our control. Although management believes that the expectations reflected in these forward-looking statements are reasonable as of the date made, there are or will be important factors that could cause our actual results to differ materially from those indicated in these forward-looking statements, including, but not limited to, the factors set forth under the caption "Risk Factors" in our Quarterly Report on Form 10-Q for the quarterly period ended June 30, 2023, filed with the Securities and Exchange Commission ("SEC"), and our other filings with the SEC. You are cautioned not to place undue reliance on any forward-looking statements made in this press release. Any forward-looking statement speaks only as of the date as of which it is made, and, except as otherwise required by law, we do not undertake any obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise. New factors emerge from time to time, and it is not possible for us to predict which will arise.

<sup>1</sup>Plans are available to all eligible persons in AZ, TN and OK, regardless of disease status. If you don't have asthma or COPD, these plans may offer you certain reduced costs, but you would not be eligible for all Rewards and Incentives program offerings that may offer additional savings.

<sup>2</sup>Plans are available to all eligible persons, regardless of disease status. If you don't have type 1 or type 2 diabetes, or you have pre- diabetes or gestational diabetes, these plans may offer you certain reduced costs, but you would

not be eligible for all Rewards and Incentives program offerings that may offer additional savings. Coverage for benefits is limited per clinical guidelines. These plans are not available in AZ, FL, NJ, NY, OK, PA, TX, VA.

<sup>3</sup>Data from plan year 2022, comparing diabetic members in Oscar's Diabetes Care plan to diabetic members not enrolled in Oscar's Diabetes Care plan.

## **MEDIA RELATIONS:**

Kristen Prestano

516-317-1486

**[press@hioscar.com](mailto:press@hioscar.com)**

Source: Oscar Health, Inc.