November 3, 2025

Oscar Launches New Affordable Health Insurance Choices for Cincinnati Individuals, Families, and Businesses

CINCINNATI--(BUSINESS WIRE)-- Oscar Health, Inc. (“Oscar”) (NYSE: OSCR), a leading healthcare technology company, today is introducing affordable, tech-powered health plans for individuals, families, and businesses across the Cincinnati area on the individual marketplace for 2026 Open Enrollment. Local residents can now experience the Oscar difference – healthcare that’s simple, personal, and easy to use at every step.

Oscar – the health plan of choice in Ohio for more than eight years – is a fan favorite with technology that delivers unexpected experiences. More than 3 in 5 members recommend Oscar to their family and friends because Oscar treats them like family and friends.[1]

The following Oscar insurance[2] plans will be available in the Cincinnati-area counties of Brown, Butler, Clermont, Hamilton, and Warren counties starting Jan. 1, 2026:

- *Oscar Bronze, Silver, and Gold Plans:* Coverage options designed for all budgets, health needs, and cultural backgrounds. Enjoy convenient access to top providers, $0 virtual urgent and $0 primary care visits 24/7,[3] dedicated Oscar Care Guides for one-on-one support, low-cost prescriptions with easy refills and home delivery, and smart technology to help everyone make confident and informed health decisions.
- *Oswell*: A personal health AI agent that empowers members with on-demand support about medications, common test results, symptoms, prescription refills, drug interactions, and more. Oswell pulls from medical records, interactions with Oscar care guides, and plan benefits for personal engagement every time – with quick connections to $0 virtual care, live chats with Oscar clinicians[4] and in-network doctors.
- *HelloMeno:* A bold new program that introduces the first-ever menopause plan in the individual market to help women navigate midlife with confidence. The plan offers $0 primary care, gynecologist, and behavioral health visits[3] – plus no-cost labs, hormone therapy, insomnia medications, and bone density scans. Members can talk to a trusted network of experts at Elektra Health 24/7, receive exclusive wellness rewards, and save ~$900 per year.[5]
- *Condition focused plan*: Tailored coverage experiences for members with diabetes, COPD, asthma, and cardiovascular-kidney-metabolic syndrome. Members can save up to $800 a year[5] and get critical care for free. Think $0 primary, pulmonology, endocrinology, cardiology, and behavioral care; $0 labs; $0 pulmonary and cardiac rehab, pulmonary function tests, and oxygen; $0 diabetic eye and foot exams; $0 inhalers; $0 insulin; $0 health coaching and medical devices.[6]

Oscar’s network in Cincinnati includes major provider and hospital system partners, including TriHealth and UC Health.

Individuals and families can enroll starting Nov. 1, 2025, by visiting Healthcare.gov, calling 1-855-672-2788, or speaking to an insurance agent.

About Oscar Health
Oscar Health, Inc. (“Oscar”) is a leading healthcare technology company built around a full stack technology platform and a relentless focus on serving our members. We have been challenging the status quo in the healthcare system since our founding in 2012, and are dedicated to making a healthier life accessible and affordable for all. Oscar offers Individual & Family plans and health technology solutions that power the healthcare industry through +Oscar. Our technology drives superior experiences, deep engagement, and high-value clinical care, earning us the trust of approximately 2.0 million members, as of June 30, 2025.

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; our plans and products, our technology, including the functionality of our AI tools; 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 Annual Report on Form 10-K for the year ended December 31, 2024, and our Quarterly Reports on Form 10-Q for the quarterly period ended March 31, 2025, and the quarterly period ended June 30, 2025, each as filed with the Securities and Exchange Commission (“SEC”), as well as 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.

1 Net promoter score (NPS) for Oscar members, 2025.
2 HMO products are offered by Oscar Buckeye State Insurance Corporation in Ohio. Administrative Services provided by Oscar Management Corporation.
3 $0 PCP Visits: If any medical conditions or issues are found or detected during your visit, there may be associated costs for further evaluation, diagnostic tests, or necessary treatments.
4 Oscar’s Virtual Urgent Care offerings are not available in US territories or internationally. If you have an HSA-compatible high-deductible health plan or a Secure plan, you won't be eligible for $0 visits. Prescriptions, visits and services may be limited per provider discretion. Oswell provides general health and benefits information only. It is not a doctor and does not provide medical advice, diagnosis, or treatment. The chatbot’s answers may be inaccurate

or incomplete, and are not reviewed by a clinician. In an emergency, call 911. See our Terms of Service for more details.
5 Savings are based on an ACA plan with a CSR 150.
6 Benefits and rewards can vary by Plan, and certain restrictions apply.

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