

Lauer Gary L  
 Form 4  
 August 21, 2012

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Lauer Gary L

(Last) (First) (Middle)

C/O EHEALTH, INC., 440 EAST MIDDLEFIELD ROAD

(Street)

MOUNTAIN VIEW, CA 94043

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
 eHealth, Inc. [EHTH]

3. Date of Earliest Transaction (Month/Day/Year)  
 08/17/2012

4. If Amendment, Date Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

Chr. of the Board and CEO

6. Individual or Joint/Group Filing (Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| Common Stock                    | 08/17/2012                           |  | M <sup>(1)</sup>               | A   | \$ 2 234,184  | D  |   |
| Common Stock                    | 08/17/2012                           |  | S <sup>(1)</sup>               | D   | \$ 17.1944 201,484  | D  |   |
| Common Stock                    | 08/17/2012                           |  | S <sup>(1)</sup>               | D   | \$ 17.196 <sup>(2)</sup> 168,984  | D  |   |
| Common Stock                    | 08/20/2012                           |  | M <sup>(1)</sup>               | A   | \$ 2 185,333  | D  |   |
| Common Stock                    | 08/20/2012                           |  | S <sup>(1)</sup>               | D   | \$ 177,398 17.1226  | D  |   |

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|              |            |  |                        |       |   |                             |         |   |
|--------------|------------|--|------------------------|-------|---|-----------------------------|---------|---|
| Common Stock | 08/20/2012 |  | <u>S<sup>(1)</sup></u> | 8,414 | D | <u>(5)</u><br>\$<br>17.1191 | 168,984 | D |
| Common Stock | 08/21/2012 |  | <u>M<sup>(1)</sup></u> | 8,600 | A | \$ 2                        | 177,584 | D |
| Common Stock | 08/21/2012 |  | <u>S<sup>(1)</sup></u> | 4,100 | D | <u>(7)</u><br>\$<br>17.5402 | 173,484 | D |
| Common Stock | 08/21/2012 |  | <u>S<sup>(1)</sup></u> | 4,500 | D | <u>(8)</u><br>\$<br>17.5434 | 168,984 | D |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |              |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title        | Amount or Number of Shares |
| Employee Stock Option (right to buy)       | \$ 2   | 08/17/2012                           |  | <u>M<sup>(1)</sup></u>         | 65,200  | <u>(4)</u>   | 05/21/2013  | Common Stock | 65,200                     |
| Employee Stock Option (right to buy)       | \$ 2   | 08/20/2012                           |  | <u>M<sup>(1)</sup></u>         | 16,349  | <u>(4)</u>   | 05/21/2013  | Common Stock | 16,349                     |
| Employee Stock Option (right to            | \$ 2   | 08/21/2012                           |  | <u>M<sup>(1)</sup></u>         | 8,600   | <u>(4)</u>   | 05/21/2013  | Common Stock | 8,600                      |

buy)

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |                           |
|---|---------------|-----------|---------|---------------------------|
|   | Director      | 10% Owner | Officer | Other                     |
| Lauer Gary L<br>C/O EHEALTH, INC.<br>440 EAST MIDDLEFIELD ROAD<br>MOUNTAIN VIEW, CA 94043 | X             |           |         | Chr. of the Board and CEO |

## Signatures

/s/ Chi-Mei Cheng, as attorney-in-fact for Gary L. Lauer  
08/21/2012

\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This transaction was effected pursuant to a Rule 10b5-1 trading plan.  
The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$17.12 to \$17.44, inclusive. The reporting person undertakes to provide to eHealth, Inc., any security holder of eHealth, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnotes (2), (3), (5), (6), (7), and (8) to this Form 4.
- (2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$17.13 to \$17.44, inclusive.
- (3) The option shares become vested as to 25% of the shares one year after September 9, 2002 and 1/48th of the shares upon each month of continuous service thereafter.
- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$17.04 to \$17.57, inclusive.
- (5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$17.02 to \$17.58, inclusive.
- (6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$17.39 to \$17.77, inclusive.
- (7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$17.34 to \$17.79, inclusive.
- (8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$17.34 to \$17.79, inclusive.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.