

eHealth, Inc.

Form 4

September 21, 2007

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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

## OMB APPROVAL

OMB  
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2005  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Hurley Robert S

(Last) (First) (Middle)

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

(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)  
09/19/2007

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

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

Sr. VP, Carrier Relations

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_X\_ 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) |                         |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|--------|------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|-------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount | (A) or (D) | Price                                                                                         |                                                          |                                                       |                         |
| Common Stock                    | 09/19/2007                           |                                                    | M <sup>(1)</sup>               |                                                                   | 9,150  | A          | \$ 1                                                                                          | 59,150                                                   | I                                                     | By Trust <sup>(2)</sup> |
| Common Stock                    | 09/19/2007                           |                                                    | S <sup>(1)</sup>               |                                                                   | 9,150  | D          | \$ 25.0442                                                                                    | 50,000                                                   | I                                                     | By Trust <sup>(2)</sup> |
| Common Stock                    | 09/20/2007                           |                                                    | A <sup>(1)</sup>               |                                                                   | 5,850  | A          | \$ 1                                                                                          | 55,850                                                   | I                                                     | By Trust <sup>(2)</sup> |
| Common Stock                    | 09/20/2007                           |                                                    | S <sup>(1)</sup>               |                                                                   | 5,850  | D          | \$ 25.4917                                                                                    | 50,000                                                   | I                                                     | By Trust <sup>(2)</sup> |

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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) | 8. Amount<br>or<br>Number<br>of<br>Shares |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------|
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$ 1                                                               | 09/19/2007                              |                                                             | M <sup>(1)</sup>                     | 9,150                                                                                                           | <sup>(3)</sup> 01/24/2012                                      | Common<br>Stock                                                     | 9,150                                     |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$ 1                                                               | 09/20/2007                              |                                                             | M <sup>(1)</sup>                     | 5,850                                                                                                           | <sup>(3)</sup> 01/24/2012                                      | Common<br>Stock                                                     | 5,850                                     |

## Reporting Owners

| Reporting Owner Name / Address                                                             | Relationships |           |                           |       |
|--------------------------------------------------------------------------------------------|---------------|-----------|---------------------------|-------|
|                                                                                            | Director      | 10% Owner | Officer                   | Other |
| Hurley Robert S<br>C/O EHEALTH, INC.<br>440 EAST MIDDLEFIELD RD<br>MOUNTAIN VIEW, CA 94043 |               |           | Sr. VP, Carrier Relations |       |

## Signatures

/s/ Jennifer Thompson, as attorney-in-fact for Robert S.  
Hurley

09/21/2007

\_\_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) All of the transactions reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan.

(2) Shares are held by Robert Hurley & Jeanette Riach Hurley, TTEEs u/a DTD 1/27/2004 The Riach Hurley Family Trust.

(3) Immediately exercisable for all option shares. The option shares became fully vested on 1/24/2006.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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