

SECURITIES AND EXCHANGE COMMISSION

FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2013-01-10** | Period of Report: **2013-01-08**
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REPORTING OWNER

Lauer Gary L

CIK: **1366004**

Type: **4** | Act: **34** | File No.: **001-33071** | Film No.: **13523444**

Mailing Address

440 EAST MIDDLEFIELD

ROAD

MOUNTAIN VIEW CA 94043

ISSUER

eHealth, Inc.

CIK: **1333493** | IRS No.: **770470789** | State of Incorporation: **DE** | Fiscal Year End: **1231**

SIC: **6411** INSURANCE AGENTS, BROKERS & SERVICE

Mailing Address

440 EAST MIDDLEFIELD

ROAD

MOUNTAIN VIEW CA 94043

Business Address

440 EAST MIDDLEFIELD

ROAD

MOUNTAIN VIEW CA 94043

650-584-2700

FORM 4

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

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Address of Reporting Person Lauer Gary L			2. Issuer Name and Ticker or Trading Symbol eHealth, Inc. [EHTH]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) Chr. of the Board and CEO		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 01/08/2013					
C/O EHEALTH, INC., 440 EAST MIDDLEFIELD ROAD			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing (Check applicable line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> Form Filed by More than One Reporting Person		
(Street) MOUNTAIN VIEW, CA 94043								
(City)	(State)	(Zip)						

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	01/08/2013		M	(1)	19,200	A \$2	188,184	D	
Common Stock	01/08/2013		S	(1)	19,200	D \$23.9206 (2)	168,984	D	
Common Stock	01/09/2013		M	(1)	9,100	A \$2	178,084	D	
Common Stock	01/09/2013		S	(1)	9,100	D \$23.8819 (4)	168,984	D	

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Employee Stock Option (right to buy)	\$2	01/08/2013		M	(1)		19,200	(3)	05/21/2013	Common Stock	19,200	\$0	51,530	D	

Employee Stock Option (right to buy)	\$2	01/09/2013	<u>M</u> ⁽¹⁾	9,100	⁽³⁾	05/21/2013	Common Stock	9,100	\$ 0	42,430	D	
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Explanation of Responses:

1. This transaction was effected pursuant to a Rule 10b5-1 trading plan.
2. The price reported in Table I, Column 4 for sales on 1/8/2013 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$23.68 to \$24.085, 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 footnote (2) to this Form 4.
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 Table I, Column 4 for sales on 1/9/2013 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$23.66 to \$24.12, 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 footnote (4) to this Form 4.

Signatures

/s/ Jennifer Thompson, as attorney-in-fact for Gary L. Lauer

** Signature of Reporting Person

01/10/2013

Date

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

* 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).

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.