Wang Sheldon Form 4 October 05, 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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

2. Issuer Name and Ticker or Trading

SECURITIES

Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * Wang Sheldon

Symbol

5. Relationship of Reporting Person(s) to

Issuer

(Last) (First) (Middle) eHealth, Inc. [EHTH] 3. Date of Earliest Transaction

(Check all applicable)

OMB

Number:

Expires:

response...

OMB APPROVAL

Estimated average

burden hours per

3235-0287

January 31,

2005

0.5

C/O EHEALTH, INC., 440 EAST

(Month/Day/Year) 10/03/2007

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

MIDDLEFIELD ROAD

Executive VP, Technology

(Street)

(State)

(Zip)

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

6. Individual or Joint/Group Filing(Check

Applicable Line) _X_ Form filed by One Reporting Person

Form filed by More than One Reporting

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

MOUNTAIN VIEW, CA 94043

(City)

		Table	Table 1-1001-Delivative Securities Acquired, Disposed of, of Deficiciany Owned						
1.Title of	2. Transaction Date		3.	4. Securit		•	5. Amount of	*	7. Nature of
Security	(Month/Day/Year)	Execution Date, if		ion(A) or Disposed of			Securities	Form: Direct	Indirect
(Instr. 3)		any	Code	(D)			Beneficially	(D) or	Beneficial
		(Month/Day/Year)	(Instr. 8)	(Instr. 3, 4 and 5)			Owned	Indirect (I)	Ownership
							Following	(Instr. 4)	(Instr. 4)
					(A)		Reported		
					or		Transaction(s)		
			Code V	Amount	(D)	Price	(Instr. 3 and 4)		
Common Stock	10/03/2007		M <u>(1)</u>	15,000	A	\$ 0.5	70,000	I	By Trust
Common Stock	10/05/2007		M <u>(1)</u>	10,000	A	\$ 1	80,000	I	By Trust
Common Stock	10/05/2007		S(1)	10,000	D	\$ 29	70,000	I	By Trust

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

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 control

SEC 1474 (9-02)

Edgar Filing: Wang Sheldon - Form 4

number.

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. Transactio Code (Instr. 8)	nDerivative Ex		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)	\$ 0.5	10/03/2007		M <u>(1)</u>		15,000	(3)	09/02/2009	Common Stock	15,000
Employee Stock Option (right to buy)	\$ 1	10/05/2007		M <u>(1)</u>		10,000	<u>(4)</u>	01/24/2011	Common Stock	10,000

Reporting Owners

Reporting Owner Name / Address			Relationships	
	Director	10% Owner	Officer	Other

Wang Sheldon C/O EHEALTH, INC. 440 EAST MIDDLEFIELD ROAD MOUNTAIN VIEW, CA 94043

Executive VP, Technology

Signatures

/s/ Chi-Mei Cheng, as attorney-in-fact for Dr. Sheldon X. Wang

**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 Sheldon X Wang & April M Xie, TTEEs u/a DTD 1/27/07 Sheldon Xiaodong Wang & April Minxia Xie Revocable Liv Trust.

Reporting Owners 2

Edgar Filing: Wang Sheldon - Form 4

- (3) Immediately exercisable for all option shares. This option shares became fully vested on 8/16/2003.
- (4) Immediately exercisable for all option shares. The option shares became fully vested on 1/24/2005.

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.