

Lauer Gary L  
 Form 4  
 August 29, 2012

**FORM 4**

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

OMB APPROVAL

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**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)  
 08/27/2012

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	08/27/2012		M <sup>(1)</sup>	A	\$ 2 173,184	D	
Common Stock	08/27/2012		S <sup>(1)</sup>	D	\$ 16.9226 170,884	D	
Common Stock	08/27/2012		S <sup>(1)</sup>	D	\$ 16.9605 168,984	D	
Common Stock	08/28/2012		M <sup>(1)</sup>	A	\$ 2 177,584	D	
	08/28/2012		S <sup>(1)</sup>	D	173,084	D	

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Common Stock						\$ 16.7964 (5)		
Common Stock	08/28/2012		S(1)	4,100	D	\$ 16.8126 (6)	168,984	D
Common Stock	08/29/2012		M(1)	52,700	A	\$ 2	221,684	D
Common Stock	08/29/2012		S(1)	45,900	D	\$ 16.6014 (7)	175,784	D
Common Stock	08/29/2012		S(1)	6,800	D	\$ 16.5537 (8)	168,984	D

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

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**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	08/27/2012		M(1)	4,200	(4) 05/21/2013	Common Stock	4,200	
Employee Stock Option (right to buy)	\$ 2	08/28/2012		M(1)	8,600	(4) 05/21/2013	Common Stock	8,600	
Employee Stock	\$ 2	08/29/2012		M(1)	52,700	(4) 05/21/2013	Common Stock	52,700	

