

Fahlman Robert L  
Form 4  
April 13, 2007

**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 \*  
Fahlman Robert 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)  
04/11/2007

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)  
Sr VP, Carrier Relations & COO

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) | (A) or (D) | Price    | 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                    | 04/11/2007                           |  | M <sup>(1)</sup>               | 83,521  | A          | \$ 1     | 87,500  | I  | By Trust<br>(2)                                       |
| Common Stock                    | 04/11/2007                           |  | M <sup>(1)</sup>               | 36,479  | A          | \$ 2     | 123,979   | I  | By Trust<br>(2)                                       |
| Common Stock                    | 04/11/2007                           |  | S <sup>(1)</sup>               | 115,000   | D          | \$ 21.81 | 8,979   | I  | By Trust<br>(2)                                       |
| Common Stock                    | 04/11/2007                           |  | S <sup>(1)</sup>               | 5,000   | D          | \$ 22    | 3,979   | I  | By Trust<br>(2)                                       |
| Common Stock                    | 04/12/2007                           |  | M <sup>(1)</sup>               | 10,000  | A          | \$ 2     | 13,979  | I  | By Trust<br>(2)                                       |

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Common Stock    04/12/2007    S(1)    10,000    D    \$ 22    3,979    I    By Trust  
(2)

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)       | \$ 1   | 04/11/2007                           |  | M                              | 46,021  | 01/24/2005    01/24/2011                                 | Common Stock    46,021  |
| Employee Stock Option (right to buy)       | \$ 1   | 04/11/2007                           |  | M                              | 37,500  | 01/24/2006    01/24/2012                                 | Common Stock    37,500  |
| Employee Stock Option (right to buy)       | \$ 2   | 04/11/2007                           |  | M                              | 36,479  | 03/27/2004    04/27/2010                                 | Common Stock    36,479  |
| Employee Stock Option (right to buy)       | \$ 2   | 04/12/2007                           |  | M                              | 10,000  | 03/27/2004    04/27/2010                                 | Common Stock    10,000  |

## Reporting Owners

Reporting Owner Name / Address

Relationships

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Director 10% Owner Officer

Other

Fahlman Robert L  
C/O EHEALTH, INC.  
440 EAST MIDDLEFIELD ROAD  
MOUNTAIN VIEW, CA 94043

Sr VP, Carrier Relations & COO

## Signatures

/s/ Jennifer Thompson, as attorney-in-fact for Robert L.  
Fahlman

04/13/2007

\_\_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 directly by the Robert Lawrence Fahlman, Jr. and Marion Lee Fahlman Trustees, or the Successor Trustee, of the Robert L. and Marion L. Fahlman Trust Dated October 18, 1994.

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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