## Edgar Filing: eHealth, Inc. - Form 4

eHealth, Inc. Form 4 October 24, 2007 FORM 4 Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations ubjeations en Instruction i(b).											
(Print or Type	(Kesponses)										
1. Name and A Hurley Rob					5. Relationship of Reporting Person(s) to Issuer						
			3. Date of Earliest Transaction				(Check all applicable)				
			Month/Day/Year) 0/22/2007				Director 10% Owner _X Officer (give title Other (specify below) below) Sr. VP, Carrier Relations				
Filed(Mo				onth/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			
	IN VIEW, CA 94					]	Person		1 0		
(City)	(State)		able I - Non-	Derivative	Secur	ities Acqu	ired, Disposed of,	, or Beneficial	ly Owned		
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)2A. Deemed Execution Date, if any (Month/Day/Year)			Code	Transactionor Disposed of (D) Code (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			Code V		(D)	Price \$			By Trust		
Stock	10/22/2007		S <u>(1)</u>	10,000	D	26.108	0	Ι	<u>(2)</u>		
Common Stock	10/24/2007		M <u>(1)</u>	5,000	А	\$ 2	5,000	Ι	By Trust		
Common Stock	10/24/2007		S <u>(1)</u>	5,000	D	\$ 26.139	0	Ι	By Trust		

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

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#### 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. Transacti Code (Instr. 8)	5. Number orof 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	10/24/2007		M <u>(1)</u>	5,000	<u>(3)</u>	06/13/2013	Common Stock	5,000

# **Reporting Owners**

Reporting Owner Name / Address			Relationships		
	Director	10% Owner	Officer	Other	
Hurley Robert S C/O EHEALTH, INC. 440 EAST MIDDLEFIELD RD MOUNTAIN VIEW, CA 94043			Sr. VP, Carrier Relations		
Signatures					
/s/ Jennifer Thompson, as attorne Hurley	y-in-fact	for Robert S.	10/24/2007		

\*\*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 6/13/2007.

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.