

Wang Sheldon
Form 4
December 08, 2011

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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 *
Wang Sheldon

(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)
12/06/2011

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)
Executive VP, Technology

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)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	12/06/2011		S ⁽¹⁾		100	D	\$ 15.185	19,900	I	By Trust (2)
Common Stock	12/06/2011		S ⁽¹⁾		200	D	\$ 15.18	19,700	I	By Trust (2)
Common Stock	12/06/2011		S ⁽¹⁾		581	D	\$ 15.16	19,119	I	By Trust (2)
Common Stock	12/06/2011		S ⁽¹⁾		200	D	\$ 15.15	18,919	I	By Trust (2)
Common Stock	12/06/2011		S ⁽¹⁾		100	D	\$ 15.12	18,819	I	By Trust (2)

Edgar Filing: Wang Sheldon - Form 4

Common Stock	12/06/2011	<u>S</u> (1)	100	D	\$ 15.14	18,719	I	By Trust (2)
Common Stock	12/06/2011	<u>S</u> (1)	319	D	\$ 15.17	18,400	I	By Trust (2)
Common Stock	12/06/2011	<u>S</u> (1)	700	D	\$ 15.2075	17,700	I	By Trust (2)
Common Stock	12/06/2011	<u>S</u> (1)	1,500	D	\$ 15.21	16,200	I	By Trust (2)
Common Stock	12/06/2011	<u>S</u> (1)	100	D	\$ 15.28	16,100	I	By Trust (2)
Common Stock	12/06/2011	<u>S</u> (1)	2,558	D	\$ 15.26	13,542	I	By Trust (2)
Common Stock	12/06/2011	<u>S</u> (1)	700	D	\$ 15.27	12,842	I	By Trust (2)
Common Stock	12/06/2011	<u>S</u> (1)	838	D	\$ 15.25	12,004	I	By Trust (2)
Common Stock	12/06/2011	<u>S</u> (1)	100	D	\$ 15.3	11,904	I	By Trust (2)
Common Stock	12/06/2011	<u>S</u> (1)	322	D	\$ 15.29	11,582	I	By Trust (2)
Common Stock	12/06/2011	<u>S</u> (1)	967	D	\$ 15.19	10,615	I	By Trust (2)
Common Stock	12/06/2011	<u>S</u> (1)	4,072	D	\$ 15.22	6,543	I	By Trust (2)
Common Stock	12/06/2011	<u>S</u> (1)	1,128	D	\$ 15.23	5,415	I	By Trust (2)
Common Stock	12/06/2011	<u>S</u> (1)	300	D	\$ 15.24	5,115	I	By Trust (2)
Common Stock	12/06/2011	<u>S</u> (1)	2,515	D	\$ 15.2	2,600	I	By Trust (2)
Common Stock	12/07/2011	<u>S</u> (1)	2,600	D	\$ 15.1	0	I	By Trust (2)
Common Stock						42,741	D	

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 number.

SEC 1474
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)**

Edgar Filing: Wang Sheldon - Form 4

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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Transaction (Instr. 5)
--	--	--------------------------------------	--	--------------------------------	---	--	---	--	---

Reporting Owners

Reporting Owner Name / Address	Relationships				Amount or Number of Shares
	Director	10% Owner	Officer	Other	
Wang Sheldon C/O EHEALTH, INC. 440 EAST MIDDLEFIELD ROAD MOUNTAIN VIEW, CA 94043			Executive VP, Technology		

Signatures

/s/ Jennifer Thompson, as attorney-in-fact for Dr. Sheldon X. Wang 12/08/2011

**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) This transaction was 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.

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.