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Check this box if no longer subject to SECURITIES Section 16. SECURITIES								3235-0287 January 31, 2005 verage		
(Print or Type I	Responses)									
Gibbs Samuel C III Symb							5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Me			3. Date of Earliest Transaction (Month/Day/Year) 10/17/2007				Director 10% Owner X Officer (give title Other (specify below) below) Senior Vice President			
			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 Person			
(City)	(State)	(Zip) Ta	ble I - Non-	Derivative	e Secu		ired, Disposed of,	or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		3. 4. Securities Acquired te, if Transactionor Disposed of (D) Code (Instr. 3, 4 and 5) Year) (Instr. 8) (A) or			cquired (A)	SecuritiesOwnershipBeneficiallyForm:OwnedDirect (D)		7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common Stock	10/17/2007		M <u>(1)</u>	2,000	(D) A	\$ 1	9,500	Ι	By Trust (2)	
Common Stock	10/17/2007		M <u>(1)</u>	833	А	\$ 8.8	10,333	Ι	By Trust	
Common Stock	10/17/2007		S <u>(1)</u>	2,833	D	\$ 27.0752	7,500	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. Transactio Code (Instr. 8)	5. Number 6. Date Exercisable and mof Derivative Expiration Date Securities (Month/Day/Year) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	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	10/17/2007		M <u>(1)</u>	2,000	<u>(3)</u>	01/24/2011	Common Stock	2,000
Employee Stock Option (right to buy)	\$ 8.8	10/17/2007		M <u>(1)</u>	189	<u>(4)</u>	12/14/2015	Common Stock	189
Employee Stock Option (right to buy)	\$ 8.8	10/17/2007		M <u>(1)</u>	644	(4)	12/14/2015	Common Stock	644

Reporting Owners

Reporting Owner Name / Address	Relationships						
I. S.	Director	10% Owner	Officer	Other			
Gibbs Samuel C III C/O EHEALTH, INC. 440 EAST MIDDLEFIELD RD MOUNTAIN VIEW, CA 94043			Senior Vice Pr	esident			
Signatures							
/s/ Jennifer Thompson, as attorne Gibbs III	y-in-fact	for Samuel C	2.	10/19/2007			

**Signature of Reporting Person

Date

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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 Samuel C Gibbs & Cynthia B Gibbs, TTEEs u/a DTD 4/27/1995 Gibbs Revocable Trust.
- (3) Immediately exercisable for all option shares. The option shares became fully vested on 1/24/2005.
- (4) Immediately exercisable for all option shares. The option shares become vested as to 20% of the shares 1 year after December 14, 2005 and 1/60th of the shares upon completion of each month of continuous service thereafter.

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.