

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

☐ Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* <u>Goldberg Michael</u> (Last) (First) (Middle) <u>C/O EHEALTH, INC.</u> <u>440 EAST MIDDLEFIELD ROAD</u> (Street) <u>MOUNTAIN</u> <u>CA</u> <u>94043</u> <u>VIEW</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>eHealth, Inc. [EHTH]</u> 3. Date of Earliest Transaction (Month/Day/Year) <u>05/01/2013</u> 4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person
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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	05/01/2013		M		7,125	A	\$2	32,465	D	
Common Stock	05/01/2013		S		7,125	D	\$20.9179 ⁽¹⁾	25,340	D	
Common Stock	05/02/2013		M		11,625	A	\$2	36,965	D	
Common Stock	05/02/2013		S		11,625	D	\$21.9584 ⁽²⁾	25,340	D	
Common Stock								19,419	I	By Trust ⁽³⁾

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 Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (right to buy)	\$2	11/01/2012		M			9,000 ⁽⁴⁾	⁽⁵⁾	09/24/2013	Common Stock	9,000	\$0	28,500	D	
Employee Stock Option (right to buy)	\$2	05/01/2013		M			7,125 ⁽⁴⁾	⁽⁵⁾	09/24/2013	Common Stock	7,125	\$0	21,375	D	
Employee Stock Option (right to buy)	\$2	05/01/2013		M			7,125	⁽⁵⁾	09/24/2013	Common Stock	7,125	\$0	14,250	D	
Employee Stock Option (right to buy)	\$2	05/02/2013		M			2,625 ⁽⁴⁾	⁽⁵⁾	09/24/2013	Common Stock	2,625	\$0	11,625	D	
Employee Stock Option (right to buy)	\$2	05/02/2013		M			11,625	⁽⁵⁾	09/24/2013	Common Stock	11,625	\$0	0	D	

Explanation of Responses:

1. The price reported in Table I, Column 4 for sales on 5/1/2013 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$20.70 to \$21.31, inclusive. The reporting person undertakes to provide to eHealth, Inc., any security holder of eHealth, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnote (1) to this Form 4.
2. The price reported in Table I, Column 4 for sales on 5/2/2013 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$21.17 to \$22.15, inclusive. The reporting person undertakes to provide to eHealth, Inc., any security holder of eHealth, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnote (2) to this Form 4.
3. Shares held by Michael D. Goldberg Family Trust dated June 3, 2011.

- 4. Options exercised pursuant to a Marital Separation Agreement effective 12/30/2011. Mr. Goldberg had no pecuniary interest in the shares.
- 5. Immediately exercisable for all option shares. The option shares became vested as to 1/48th per month upon the completion of each month of continuous service after July 1, 2003.

Remarks:

/s/ Jennifer Thompson, as
attorney-in-fact for Michael D. Goldberg 05/03/2013

** Signature of Reporting Person Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.