

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
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person* <u>LACOB JOSEPH</u> (Last) (First) (Middle) <u>2750 SAND HILL ROAD</u> (Street) <u>MENLO PARK CA 94025</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>eHealth, Inc. [EHTH]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) <u>10/18/2006</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	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

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	10/18/2006		C		22,027	A	\$0 ⁽¹⁾	22,957	D	
Common Stock	10/18/2006		C		4,758	A	\$0 ⁽²⁾	27,715	D	
Common Stock	10/18/2006		C		10,636	A	\$0 ⁽³⁾	38,351	D	
Common Stock	10/18/2006		C		1,157,733 ⁽⁴⁾	A	\$0 ⁽¹⁾	1,206,605	I ⁽⁴⁾	See footnote ⁽⁴⁾
Common Stock	10/18/2006		C		250,060 ⁽⁵⁾	A	\$0 ⁽²⁾	1,456,665	I ⁽⁵⁾	See footnote ⁽⁵⁾
Common Stock	10/18/2006		C		559,051 ⁽⁶⁾	A	\$0 ⁽³⁾	2,015,716	I ⁽⁶⁾	See footnote ⁽⁶⁾

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		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Series A Convertible Preferred Stock	(1)	10/18/2006		C		22,027	(1)	(1)	Common Stock	22,027	\$0	0	D	
Series B Convertible Preferred Stock	(2)	10/18/2006		C		3,619	(2)	(2)	Common Stock	4,758 ⁽⁷⁾	\$0	0	D	
Series C Convertible Preferred Stock	(3)	10/18/2006		C		10,636	(3)	(3)	Common Stock	10,636	\$0	0	D	
Series A Convertible Preferred Stock	(1)	10/18/2006		C		1,157,733	(1)	(1)	Common Stock	1,157,733 ⁽⁴⁾	\$0	0	I ⁽⁴⁾	See footnote ⁽⁴⁾
Series B Convertible Preferred Stock	(2)	10/18/2006		C		190,232	(2)	(2)	Common Stock	250,060 ⁽⁵⁾⁽⁷⁾	\$0	0	I ⁽⁵⁾	See footnote ⁽⁵⁾
Series C Convertible Preferred Stock	(3)	10/18/2006		C		559,051	(3)	(3)	Common Stock	559,051 ⁽⁶⁾	\$0	0	I ⁽⁶⁾	See footnote ⁽⁶⁾

Explanation of Responses:

1. The Series A Convertible Preferred Stock converted into Issuer's common stock on a 1-for-1 basis and had no expiration date.
2. The Series B Convertible Preferred Stock converted into Issuer's common stock on a 1-for-1.3145 basis and had no expiration date.
3. The Series C Convertible Preferred Stock converted into Issuer's common stock on a 1-for-1 basis and had no expiration date.
4. Of the 1,157,733 shares reported on this line, 1,123,062 shares are directly held by Kleiner Perkins Caufield & Byers IX-A, L.P. ("KPCB IX-A") and 34,671 shares are directly held by Kleiner Perkins Caufield & Byers IX-B, L.P. ("KPCB IX-B"). KPCB IX Associates, L.L.C. ("Associates") is the general partner of KPCB IX-A and KPCB IX-B. Lacob Ventures, L.L.C., whose manager is Joseph Lacob, is a managing member of Associates. Associates, Lacob Ventures and Mr. Lacob disclaim beneficial ownership of the shares held directly by KPCB IX-A and KPCB IX-B except to the extent of their pecuniary interests in their distributive share thereof.
5. Of the 250,060 shares reported on this line, 242,572 shares are directly held by KPCB IX-A and 7,488 shares are directly held by KPCB IX-B. Associates is the general partner of KPCB IX-A and KPCB IX-B. Lacob Ventures, L.L.C., whose manager is Joseph Lacob, is a managing member of Associates. Associates, Lacob Ventures and Mr. Lacob disclaim beneficial ownership of the shares held directly by KPCB IX-A and KPCB IX-B except to the extent of their pecuniary interests in their distributive share thereof.
6. Of the 559,051 shares reported on this line, 542,309 shares are directly held by KPCB IX-A and 16,472 shares are directly held by KPCB IX-B. Associates is the general partner of KPCB IX-A and KPCB IX-B. Lacob

Ventures, L.L.C., whose manager is Joseph Lacob, is a managing member of Associates. Associates, Lacob Ventures and Mr. Lacob disclaim beneficial ownership of the shares held directly by KPCB IX-A and KPCB IX-B except to the extent of their pecuniary interests in their distributive share thereof.

7. Reflects the 1-for-1.3145 conversion ratio which became effective upon the closing of the Issuer's initial public offering.

/s/ Joseph Lacob

10/18/2006

** 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.

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