



eHealth Commends Chairman Baucus' Reform Bill as "Meaningful Step Forward"

September 17, 2009

Health Insurance Exchanges Key to Effectively Covering All Americans

WASHINGTON, DC, Sep 17, 2009 (MARKETWIRE via COMTEX) -- The following is a statement from Gary Lauer, chairman and CEO of eHealth, Inc. (NASDAQ: EHTH), regarding today's introduction of health care reform legislation for consideration by the Senate Finance Committee:

"I applaud Chairman Baucus who has worked so hard on serious health care reform.

"We are pleased that Chairman Baucus' bill is a meaningful step forward toward health insurance coverage for all Americans. We look forward to working with the chairman and senators to ensure the very best enrollment strategy for connecting to coverage all those who need it.

"eHealth believes that the key to achieving universal enrollment is embracing broad enrollment strategies that reach the uninsured through multiple paths -- offline and online, in-person, through affinity programs -- no single approach serves everyone's needs. We share the Chairman's belief that technology platforms where those in need of insurance can find, compare and buy any and all policies meeting the mandated federal requirements can be one very effective path.

"These platforms are often referred to as 'health insurance exchanges' -- an area in which eHealth has particular expertise, having served as the nation's 'de facto health exchange' for more than ten years and having connected nearly two million Americans to coverage efficiently and effectively. Our experience utilizing online technology strongly suggests that, following health care reform, legislators' goal of achieving smooth, speedy enrollment in insurance can happen more quickly than some think. This is in large part thanks to Internet technologies that have been developed by private sector companies like eHealth.

"In short, as Congress works on the vital issue of access to quality, affordable insurance coverage, we believe policymakers need not start from scratch when it comes to developing an enrollment strategy. By employing its proven innovation and experience, the private sector can and should mobilize alongside all stakeholders to help enroll the uninsured.

"eHealth has sought to be a constructive player in improving our nation's health care system. Specifically, we have worked to ensure that policymakers have carefully considered how today's uninsured Americans will connect to health coverage once meaningful health care reform has been achieved."

eHealth has developed policy recommendations designed to maximize enrollment through well-functioning health insurance exchanges. The recommendations are available at: <http://www.ready2connect.org/documents/national-health-insurance-exchange-standards.pdf>

About eHealth, Inc.:

eHealth, Inc. (NASDAQ: EHTH) is the parent company of eHealthInsurance, the nation's leading online source of health insurance for individuals, families and small businesses. Through the company's website, <http://www.ehealthinsurance.com>, consumers can get quotes from leading health insurance carriers, compare plans side by side, determine if their doctors accept certain policies, and apply for and purchase health insurance. eHealthInsurance offers thousands of health plans underwritten by more than 180 of the nation's health insurance companies. eHealthInsurance is licensed to sell health insurance in all 50 states and the District of Columbia. eHealthInsurance and eHealth are registered trademarks of eHealthInsurance Services, Inc.

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