



## Health Reform Videos: eHealthInsurance Launches Video Series to Educate Consumers About Health Reform Timeline and Benefits

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MOUNTAIN VIEW, CA, Jun 02, 2010 (MARKETWIRE via COMTEX) --Today, eHealth, Inc. (NASDAQ: EHTH), parent company of eHealthInsurance (<http://www.ehealthinsurance.com>), released a six-part series of videos that outline some of the key benefits and implementation timelines for health reform.

eHealthInsurance continues to receive phone calls and emails from consumers who are seeking guidance on their health insurance decisions, now that health care reform legislation has been signed into law.

In a recent survey, eHealthInsurance found 39% of uninsured Americans plan to wait for reform legislation to be fully implemented before searching for health coverage(1) and that many expect reforms to be implemented in 2010: 60% believe insurance companies can't deny applications because of pre-existing conditions, 39% expect government exchanges to be up and running and 37% expect subsidies to help buy health insurance to be available(1).

As the leading online source of health insurance for individuals, families and small businesses, eHealthInsurance assists thousands of customers every month as they seek to enroll in quality, affordable health insurance coverage. Licensed health insurance agents in eHealthInsurance's customer care center have collaborated to provide targeted answers to questions from consumers on six topics:

How does health reform help:

1. People graduating from college? 2. People losing their COBRA subsidy? 3. People who buy their own health insurance? 4. Uninsured people in good health? 5. People whose children under 18 have pre-existing conditions? 6. People with pre-existing medical conditions?

(1) From a survey conducted in April 2010 by Opinion Research Corporation and sponsored by eHealthInsurance. To view the survey results visit eHealthInsurance's media center or read the press release located at <http://news.ehealthinsurance.com/pr/ehi/health-reform-survey-lack-of-awareness-158012.aspx>

About eHealth 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. Information and resources are available on various health plans, ranging from individual and family, short-term medical, and Medicare insurance. Consumers can get quotes from leading health insurance carriers, compare plans side by side, and apply for and purchase health insurance. eHealthInsurance is an online marketplace licensed to sell health insurance in all 50 states and the District of Columbia. eHealthInsurance and eHealth are registered trademarks of eHealthInsurance Services, Inc. For more information, see [www.ehealthinsurance.com](http://www.ehealthinsurance.com).

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