eHealth

eHealth Awarded Health Connector Project by Commonwealth of Massachusetts

February 22, 2011

MOUNTAIN VIEW, CA, Feb 22, 2011 (MARKETWIRE via COMTEX) -- Today eHealth, Inc. (NASDAQ: EHTH) announced that eHealthInsurance Services, Inc., its wholly-owned subsidiary, has been awarded the contract to add a web-based Provider Directory Service to the state of Massachusetts' Health Connector. Massachusetts selected eHealth to help expand consumer search options on the state's online health insurance exchange with a new tool that narrows a plan search by the customer's personal physician preference. The Health Connector is run by the Commonwealth Health Insurance Connector Authority, an independent state authority that helps residents research, compare and enroll in state-approved health insurance products.

This new feature allows consumers using the Health Connector to look up and compare different health insurance plans accepted by their favorite doctors, prior to enrolling. With more than ten years of experience operating eHealthInsurance.com, eHealth has found that offering insight into which plans are accepted by different providers is key to offering valuable consumer service. The addition of the Provider Directory Service to the Health Connector provides an essential value-added service to health insurance consumers in Massachusetts.

"The Massachusetts Health Connector has been a critical part of the state's healthcare overhaul in 2006," said Sam Gibbs, president of eHealth Government Systems, a division of eHealth, Inc. "The adoption of effective internet tools that enhance the web-based shopping experience, like eHealth's Provider Directory Service, allows the state to provide an effective, competitive online marketplace for its citizens."

eHealth was originally awarded the contract on January 15, 2011 and the Provider Directory Service tool is currently scheduled to roll out later this year. The dollar amount of the contract award was not disclosed. eHealth pioneered the development of online health insurance comparison and enrollment platforms through eHealthInsurance.com, the nation's leading online source of health insurance for individuals, families and small businesses. eHealth leverages that e-commerce expertise to license its "software-as-a-service" (SaaS) to federal and state government organizations in order to help them effectively deploy and deliver online health insurance exchanges.

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. Through the company's website, www.eHealthInsurance.com, consumers can get quotes from leading health insurance carriers, compare plans side by side, and apply for and purchase health insurance. eHealthInsurance offers thousands of individual, family and small business health plans underwritten by more than 180 of the nation's leading health insurance companies. eHealthInsurance is licensed to sell health insurance in all 50 states and the District of Columbia, making it the ideal model of a successful, high-functioning health insurance exchange. Through the company's eHealthTechnology solution (www.eHealthTechnology.com), eHealth is also a leading provider of health insurance exchange technology. eHealthTechnology's exchange platform provides a suite of hosted e-commerce solutions that enable health plan providers, resellers and government entities to market and distribute products online. eHealth, Inc. also provides powerful online and pharmacy-based tools to help seniors navigate Medicare health insurance options, choose the right plan and enroll in select plans online through its wholly-owned subsidiary, PlanPrescriber.com (www.planprescriber.com) and through its Medicare website www.eHealthMedicare.com.

Media Contact:
Brian Mast
Vice President, Communications
(650) 210-3149
brian.mast@ehealth.com
Nate Purpura
Director of PR & Communications
650.210.3115
nate.purpura@ehealth.com

SOURCE: eHealth, Inc.

mailto:brian.mast@ehealth.com mailto:nate.purpura@ehealth.com