eHealth

eHealth, Inc. Scheduled to Speak at Upcoming Conferences on State Health Insurance Exchanges

March 10, 2011

Executive Keynotes and Panels Focus on Helping States and Carriers Prepare for 2014 Rollout

MOUNTAIN VIEW, CA, Mar 10, 2011 (MARKETWIRE via COMTEX) --

eHealth, Inc. (NASDAQ: EHTH) today announced a slate of executive speaking engagements in March and April 2011 addressing the topic of state health insurance exchanges envisioned by the Patient Protection and Affordable Care Act. Through keynote speeches and panel discussions, eHealth executives will discuss best practices for platform functionality, product differentiation and the optimal user experience in the quoting, comparison and enrollment of consumers in health insurance plans.

eHealth representatives will present on these topics alongside key policy makers and industry leaders from organizations such as the Massachusetts Connector Authority, the Centers for Medicare & Medicaid Services, the Department of Health & Human Services, the National Association of Insurance Commissioners, and the Small Business Administration, among others. Attendees will include representatives of state governments responsible for the development and deployment of online insurance exchanges, as well as carriers, brokers and general agents.

The Patient Protection and Affordable Care Act of 2010 requires state governments to deploy online health insurance exchanges allowing consumers to quote, compare, and enroll in the individual and small business health insurance plans of their choice.

Over the course of the past twelve years, eHealth has pioneered online health insurance comparison and enrollment platforms that have helped insure over 2 million Americans nationwide. Through its Government Systems business unit, the company has been awarded contracts with the U.S. Department of Health & Human Services and the State of Florida as a technology provider for exchange platforms and tools. The company also licenses its technology to leading health insurance carriers, agents and brokers, supporting a broad range of online health insurance comparison and e-commerce operations.

Upcoming eHealth executive keynote presentations include:

March 2011

WHO: Paul Rooney, Vice President, Carrier Relations, eHealth, Inc.

WHAT: Keynote: Understanding the Exchange's Front Office Operations

WHERE: The AHIP Exchange Conference, Washington DC WHEN: March 10, 2011, 8:00 am EST

WHO: Bill Hanis, Vice President eHealth Technology WHAT: Keynote: Products and Strategies for Distributing through Health Insurance Exchanges -- Prepare Now for 2014! WHERE: Health Plan Innovation Congress 2011, Orlando, FL WHEN: March 17, 2011, 4:15 pm EDT

April 2011

WHO: Gary Lauer, eHealth, Inc. Chairman and Chief Executive Officer

WHAT: Keynote: Challenges With Reform Implementation WHERE: The 8th Annual World Health Care Congress, Washington, DC WHEN: Monday, April 4, 2011, 4:35 pm EDT

WHO: Gary Lauer, eHealth, Inc. Chairman and Chief Executive Officer

WHAT: Panel: Health Insurance Exchanges -- Strategies to Participate in an Insurance Exchange and New Models to Abide MLR Requirements

WHERE: The 8th Annual World Health Care Congress; Health Plan Summit, Washington, DC WHEN: Monday, April 4, 2011, 3:00 pm EDT

eHealth also recently appeared at the following event: WHO: Sam Gibbs, President, eHealth Government Systems WHAT: Keynote: An Inside Look Into Technology and Online Marketplace Models for Health Insurance Exchanges WHERE: CBI Health Insurance Exchange Summit, Washington DC WHEN: March 7, 2011, 10:00 am EST

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 eHealth Technology 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 Contacts:

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.