



## **eHealth, Inc. to Participate on Employer Panel at Health 2.0 Conference and Preview Health Insurance Exchange Technology**

September 23, 2011

### **Employer Panel Will Focus on Technologies to Help Employers With Benefit Enrollment Decisions**

MOUNTAIN VIEW, CA, Sep 23, 2011 (MARKETWIRE via COMTEX) -- eHealth, Inc. (NASDAQ: EHTH) will be participating in a panel on new tools for insurance benefits and purchasing at the Health 2.0 conference in San Francisco on Sunday, Sept. 25, 2011. Sam Gibbs, President of eHealth Government Systems, will demonstrate a state-sponsored health insurance marketplace and speak on the panel, along with leaders from the business community and technology startups that focus on benefits and enrollment.

The panel will demonstrate and discuss new tools for helping employers make smarter health benefits purchasing decisions and how technology is changing the way employees learn about and enroll in health plans.

Gibbs will demonstrate the state-sponsored Florida Health Choices online health insurance marketplace, developed in partnership with Ceridian Exchange Systems LLC. The purpose of the new marketplace is to expand opportunities for small businesses and employees in Florida to compare multiple health insurance products and enroll in the health plan best suited to their needs and budget.

Details: WHAT: Panel: New Tools for Benefits and Purchasing WHERE: Health 2.0, San Francisco Hilton - Union Square WHEN: Sunday, Sept. 25, 2011, 3:45pm - 4:45pm PDT

The Patient Protection and Affordable Care Act of 2010 calls for 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 12 years, eHealth has pioneered online health insurance comparison and enrollment platforms that have helped insure over 2 million Americans nationwide. Through the company's eHealth Technology and eHealth Government Systems groups, eHealth has been a leading provider of exchange and e-commerce technology platforms for health insurance carriers, brokers, agents and state and federal governments.

#### **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](http://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](http://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](http://www.planprescriber.com)) and through its Medicare website [www.eHealthMedicare.com](http://www.eHealthMedicare.com).

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