



Individual Health Insurance For Dummies - eHealthInsurance Publishes Free Book to Help Educate Consumers

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MOUNTAIN VIEW, CA, Nov 09, 2011 (MARKETWIRE via COMTEX) --

Today eHealthInsurance (NASDAQ: EHTH), the leading online source of health insurance for individuals, families and small businesses, announced the release of its new book, *Individual Health Insurance For Dummies, Health Care Reform Special Edition*, produced in cooperation with *For Dummies*(R), a branded imprint of Wiley.

The book is available for free in print or ebook formats. Consumers may request their copy online by visiting guide.ehealthinsurance.com. Once there, they can download and save a PDF copy of the ebook or provide their name and address in order for a printed copy of the book to be mailed to them free of charge.

The book is being made available at a time when many consumers are uncertain about the meaning of basic health insurance terms as well as the impact of health care reform legislation passed in 2010. A recent survey conducted by Kelton Research and sponsored by eHealthInsurance found that barely half (55%) of American consumers can confidently say what a "deductible" is, and even fewer can define or explain the terms "premium" (41%), "HMO" (34%), or "coinsurance" (25%). When asked about specific provisions of the 2010 health care reform law, fewer than half (45%) were aware that the provision of the law allowing adult children to stay on their parents' health insurance plan until age 26 is currently in effect.

"Consumers buying health insurance on their own may face a steep learning curve, especially if they're used to getting health insurance through their employer and are now entering the individual market for the first time," said Brian Mast, eHealthInsurance Vice President of Communications. "A lot of them are confused about the shopping process, about health insurance terminology, and about how health care reform affects their choices. That's why we published *Individual Health Insurance For Dummies*. We think it can help make a difference, and we're pleased to make it available free of charge."

Copies of the book are limited to one per person and can be delivered to domestic addresses in the United States only. *Individual Health Insurance For Dummies, Health Care Reform Special Edition*, will not be sold in stores and is only available while supplies last.

Additional Resources:

- Follow eHealthInsurance's consumer blog, *Get Smart - Get Covered*
- Watch educational health insurance videos from eHealthInsurance on YouTube
- Browse our answers to real-life health insurance questions on Yahoo Answers
- Follow eHealthInsurance on Facebook and Twitter

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

For more health insurance news and information, visit the eHealthInsurance consumer blog: *Get Smart - Get Covered*.

About For Dummies(R)

After nearly 20 years and with more than 250 million copies printed, *For Dummies* is the world's bestselling reference series, well known for enriching people's lives by making knowledge accessible in a fun and easy way. Loyal customers around the globe agree that *For Dummies* is "more than a publishing phenomenon... [it is] a sign of the times," [The New York Times]. The books span every section of the bookstore, covering topics from health to history, music to math, sports to self-help, technology to travel and more. The *For Dummies* brand presence is further expanded with the addition of e-books, a corporate custom publishing program, a robust consumer website and a licensed product line that includes consumer electronics, culinary, crafts, video, software, musical instrument packs, home improvement, automotive, game and more. For more information, visit Dummies.com. *For Dummies* is a branded imprint of Wiley.

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For media inquiries, please contact:

Sande Drew

eHealth, Inc.
(916) 207-7674
sande.drew@ehealth.com

Kris Kraves
Cogenta Communications
(805) 527-7733 - direct
kris@cogentacom.com

SOURCE: eHealth, Inc.

mailto:sande.drew@ehealth.com
mailto:kris@cogentacom.com