



eHealth Technology Now Powering Online Medicare Supplement Sales for IHC Health Solutions in 16 States

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IHC Launches New Medicare Supplement Plans Through Online Distribution and Broker Exchange Technology

MOUNTAIN VIEW, CA, Nov 14, 2011 (MARKETWIRE via COMTEX) --

eHealth, Inc. (NASDAQ: EHTH) announced today that its eHealth Technology platform will be utilized by The IHC Group (NYSE: IHC) to power online sales of Medicare Supplement products through its own e-commerce site for agents in 16 states. This coincides with IHC's first-ever offering of Medicare Supplement products direct to consumers. Medicare Supplement insurance is underwritten by Madison National Life Insurance Company, Inc., and Standard Security Life Insurance Company of New York. IHC will also be distributing the new product through eHealth's online Medicare retail sites, eHealthMedicare.com and PlanPrescriber.com

The launch and distribution of this new product through multiple channels will give seniors and caregivers the flexibility to shop for plans either online or through an IHC broker. Online, seniors will be able to find, compare and apply for a Medicare Supplement product directly through The IHC Group website as well as eHealthMedicare.com or PlanPrescriber.com. Separately, IHC's brokers will be able to provide in-person or telephonic service and utilize online quoting and comparison tools via eHealth's Broker Exchange technology tool.

IHC is planning to launch Medicare Supplement plans in the following states: Georgia, Kansas, Kentucky, Louisiana, Michigan, Mississippi, North Carolina, New York, Ohio, Oklahoma, Pennsylvania, South Carolina, South Dakota, Texas, Virginia, and West Virginia.

"We're pleased to help IHC expand their business into the very important Medicare market by powering their launch with our online platform," said eHealth Technology Vice President Bill Hanis. "The same technology we've used to transform the way individual and family health insurance products are purchased will serve seniors in these states to help them select and enroll in a Medicare Supplement product that best meets their needs and budget."

"While seniors, especially Boomers, may want to start their Medicare search online, many will want to complete it by working with an agent -- either in person or over the phone," said Brian Dow, Senior Vice President of eCommerce and Business Development at IHC. "Having multiple distribution points -- online and offline -- will be an advantage for IHC as we aggressively enter this market. And by supporting our brokers with eHealth's Broker Exchange technology, we give them the advantage of adding online capabilities to their relationship-based business."

eHealth Technology and its Carrier Exchange and Broker Exchange platforms provide health insurance companies with cost-effective, hosted and partially customizable software solutions to power online sales channels. It streamlines the quoting and application processes and seamlessly interacts with insurance companies' back office systems. The eHealth Broker Exchange is a software-as-a-service (SaaS) online distribution system that lets customers easily compare and shop for IFP, Dental, Short Term and Medicare health plans online, while providing some book-of-business management capabilities for agents. The eHealth Broker Exchange is sold to Carriers and General Agents to enable their brokers to market and sell plans online.

For more information about eHealth Technology, visit: www.ehealthtechnology.com.

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.

About The IHC Group

The IHC Group is an organization of insurance carriers, managing general underwriters, third-party administrators and marketing affiliates that has been providing health, life, disability, dental, vision and medical stop-loss insurance solutions to groups and individuals for nearly 30 years. With over \$1.3 billion in assets, members of The IHC Group include Independence Holding Company (NYSE: IHC), American Independence Corp. (NASDAQ: AMIC), Standard Security Life Insurance Company of New York, Madison National Life Insurance Company, Inc. and Independence American Insurance Company. Each insurance carrier in The IHC Group has a financial strength rating of A- (Excellent) from A.M. Best Company, Inc., a widely recognized rating agency that rates insurance companies on their relative financial strength and ability to meet policyholder obligations. Collectively, the companies in The IHC Group provide insurance coverage to more than one million individuals and groups. For more information about The IHC Group, visit www.ihcgroup.com. Madison National Life, Standard Security Life, and the IHC Group are not connected with or endorsed by the U.S. Government or the federal Medicare program.

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