eHealth

eHealth Updates Mobile App to Add New Post-Enrollment Tools

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MOUNTAIN VIEW, CA -- (MARKETWIRE) -- 01/23/13 -- eHealth, Inc. (NASDAQ: EHTH), parent company of eHealthInsurance and America's first and largest private health insurance exchange, has released a new version of its "eHealth Mobile" mobile application. The new version incorporates the "My Doctors" and "My eHealth" features -- helpful tools that allow policyholders to easily access information and features of their health plan after enrollment in an individual or family health insurance plan.

New Mobile Features:
The My Doctors feature allows users to find local doctors and store their contact information on their mobile device. Users are able to access a doctor's address or phone number, and click to be redirected to the doctor's location on a map, or call the doctor directly.

The My eHealth feature allows users to track their health insurance applications and store key coverage data on their smartphones. Mobile app users are able to manage their profile and keep track of their applications and approval status, as well as review their purchased health insurance policies and plan benefits. There is also a Health Card Photo feature allowing users to take a picture of their insurance card with their policy number for quick access while visiting doctors and pharmacies.

Better Health Plan Finder:
The Better Health Plan Finder feature on the new app acts like a mobile health insurance exchange. The feature enables users to access individual and family health insurance plans from over 180 insurance carriers nationwide. These same plans are also available on eHealth's online marketplace, eHealthInsurance.com, and its mobile site. Users can research, compare, and apply for health insurance plans on an iPhone, iPad or Android mobile device.

eHealth Mobile also includes these helpful features:

- The ability to compare an existing health plan to a new health plan
- The ability for users to save a health insurance plan they like and review it at a later time
- The ability to tell a friend about a health insurance plan through Facebook or by email
- An FAQ with information about how to research plans using the mobile application and complete an application
- A complete glossary of health insurance terms

"As more consumers get information and services from their smartphone or tablet, increasingly our customers are also wanting to shop for health insurance on a mobile platform," said Bill Shaughnessy, president and chief operating officer of eHealth, Inc. "And even beyond the comparison shopping experience we want to help our customers make the most of their insurance policy with convenient tools that keep their plan benefits and information right at their fingertips. This latest release of our mobile app is just one of a number of innovations that eHealth plans to roll out this year to continue providing the best customer experience."

iPhone users can get the free application at www.eHealth.com or in the iTunes App Store. Android users can get the free application here, or by searching for "health insurance" at market.android.com. To learn more about the eHealth Mobile apps, visit http://www.ehealthinsurance.com/mobile-health-insurance.

About eHealth
eHealth, Inc. (NASDAQ: EHTH) is the parent company of eHealthInsurance, America's first and largest private health insurance exchange where individuals, families and small businesses can compare health insurance products from leading insurers side by side and purchase and enroll in coverage online. 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. 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.

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

Embedded Video Available

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