



## **eHealth Publishes New Health Insurance eBook for Open Enrollment: "3 Steps to Understanding Obamacare"**

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### **Company Also Releases New Educational Videos to Help Consumers Understand the Affordable Care Act**

MOUNTAIN VIEW, CA -- (Marketwired) -- 12/12/14 -- Today eHealth, Inc. (NASDAQ: EHTH) (eHealthInsurance.com), the nation's first and largest private online health insurance exchange, released new educational resources to help consumers navigate their health insurance choices under the Affordable Care Act (ACA) during the current nationwide open enrollment period.

New educational consumer resources from eHealth for the current open enrollment period include:

- A new eBook, "3 Steps to Understanding Obamacare" which is now available in eHealth's ACA Resource Center. The eBook provides consumers with a three step guide on how to understand the basics of the Affordable Care Act.
- A series of new consumer education videos addressing "How Obamacare Works" and presenting the information provided in the company's eBook in an easy-to-follow format.

The ACA's current nationwide open enrollment period began November 15, 2014 and is scheduled to continue through February 15, 2015. During this open enrollment period, eHealth is able to enroll subsidy-eligible consumers in the majority of states served by the federally-facilitated marketplace and in its home state of California, in addition to enrolling consumers not eligible for subsidies in plans outside of government exchanges.

Outside of open enrollment, health insurance shoppers may only be able to purchase individual and family major medical coverage when they experience qualifying life events, including marriage, the birth of a child, or moving to a new city.

#### **3 Steps to Understanding Obamacare**

The new 2015 edition of eHealth's "3 Steps to Understanding Obamacare" eBook is updated from the award-winning 2014 version of the eBook "5 Steps to Understanding Obamacare," and includes new content developed in partnership with licensed eHealth agents after receiving thousands of calls from confused health insurance shoppers during the 2014 enrollment period.

The previous edition of eHealth's eBook won a Master of eBook award for data illustration from Kapost.com, a leading provider of content marketing software and services.

"If you didn't have time to read all 2,000 pages of the Affordable Care Act, don't worry about it, because eHealth has broken it down for anyone buying their own health insurance to understand," said Jean Spencer, Editor at Kapost.com. "We gave eHealth the Master of eBook award for data illustration because its eBook is clear, concise, and sticks to the essential parts of the bill that impact readers -- and it does it very, very well."

The new edition of eHealth's eBook explains the basics of the Affordable Care Act in three categories:

- What you can buy: Learn how the new health insurance plans created by the law work, and what they cover.
- How you can buy: Learn about subsidies that lower the price of health insurance, who qualifies for them, and who may face tax penalties for not having coverage.
- When you can buy: Learn about the open enrollment period and what happens if you miss it.

To learn more about your health insurance options, the ACA open enrollment period for 2015 plans, and the Affordable Care Act in general, visit eHealth's Consumer Resource Center.

#### **About eHealth**

eHealth, Inc. (NASDAQ: EHTH) operates eHealthInsurance.com, the Nation'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 200 of the nation's leading health insurance companies.

eHealthInsurance is licensed to sell health insurance in all 50 states and the District of Columbia. eHealth, Inc. also provides powerful online and pharmacy-based tools to help Medicare beneficiaries navigate Medicare health insurance options, choose the right plan and enroll in select plans online through PlanPrescriber.com ([www.planprescriber.com](http://www.planprescriber.com)) and eHealthMedicare.com ([www.eHealthMedicare.com](http://www.eHealthMedicare.com)).

For more health insurance news and information, visit the eHealth consumer blog: Get Smart - Get Covered or visit eHealth's Affordable Care Act Resource Center at [www.eHealth.com/affordable-care-act](http://www.eHealth.com/affordable-care-act).

Embedded Video Available: <https://www.youtube.com/watch?v=iVwPVCgv604>

For media inquiries, please contact:

Sande Drew  
DMA Communications for eHealth, Inc.  
(916) 207-7674  
[sande.drew@ehealth.com](mailto:sande.drew@ehealth.com)

Brian Mast  
eHealth, Inc.  
(650) 210-3149  
[brian.mast@ehealth.com](mailto:brian.mast@ehealth.com)

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