eHealth

eHealth Now Offering Medicare Health Plans From Kaiser Permanente on Medicare.com, eHealthMedicare.com

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eHealth Makes Kaiser Permanente's Medicare Health Plans Available to Prospective Customers in All Kaiser Permanente Regions

MOUNTAIN VIEW, CA -- (Marketwired) -- 07/18/16 -- Today eHealth, Inc. (NASDAQ: EHTH), which operates eHealth.com, eHealthMedicare.com and Medicare.com announced that it has entered into an agreement with Kaiser Permanente, the nation's largest integrated health plan and health care provider, to help people enroll in individual Medicare health plans across all Kaiser Permanente regions.

eHealth made Kaiser Permanente individual Medicare health plans available on eHealth platforms beginning July 15, 2016 to help consumers enroll for an August 1, 2016 effective date.

This new partnership creates an opportunity for eHealth to raise awareness of Kaiser Permanente's highly-rated Medicare health plans and help more Medicare consumers become life-long Kaiser Permanente members.

Kaiser Permanente individual Medicare plans have consistently received high Medicare star quality ratings from the Centers for Medicare & Medicaid Services (CMS) since they began rating Medicare Advantage plans in 2009. In 2016 Kaiser Permanente's California, Colorado, Hawaii, Northwest (Oregon and Washington) and Mid-Atlantic States (Washington, DC, Maryland, Virginia) regions each received 5 stars out of 5 stars, the highest overall rating for quality and service. Kaiser Permanente's Georgia Region earned 4.5 stars out of 5 stars, the highest rating in the state.

In this new relationship, eHealth will complement Kaiser Permanente's existing Medicare sales and marketing campaigns.

The two organizations have worked together for more than a decade. eHealth currently helps enroll people in Kaiser Permanente's individual and family health insurance plans.

"We're excited to expand our long-term relationship with Kaiser Permanente into the Medicare marketplace," said Scott Flanders, Chief Executive Officer of eHealth. "Kaiser Permanente's Medicare health plans in most regions have achieved a 5-star rating out of 5 stars from CMS, which is the highest rating possible. By adding Kaiser Permanente's plans to our platform, we help make it easy for more Medicare consumers to access and enroll in a plan that fits their needs."

Kaiser Permanente's Medicare health plans are available in Northern California, Southern California, Colorado, Georgia, Hawaii, Maryland, Oregon, Virginia, Washington and Washington DC.

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) and eHealthMedicare.com (www.eHealthMedicare.com).

For more health insurance news and information, visit eHealth's Consumer Resource Center.

Forward Looking Statements

This press release contains forward-looking statements, including statements regarding eHealth's offering Medicare health plans from Kaiser Permanente and the timing of offering those plans, eHealth's offering Kaiser Permanente Medicare Plans in all Kaiser Permanente regions, the timing of eHealth's ability to enroll individuals in Kaiser Permanente Medicare health plans, eHealth complimenting Kaiser Permanente's existing Medicare sales and marketing campaigns, and eHealth continuing to make it easier for Medicare consumers to access and enroll in a plan that fits their needs. These forward-looking statements involve certain risks and uncertainties that could cause actual results to differ materially from those indicated in such forward-looking statements, including, but not limited to, eHealth's ability to maintain its relationships with Kaiser Permanente; eHealth and Kaiser Permanente launching the offer of Kaiser Permanente Medicare health plans on time and the risk that factors cause a delay in the offering of plans or an inability to offer the plans; receipt of approval of eHealth's websites and platform from health insurance carriers and the Centers for Medicare & Medicaid Services (CMS); compliance with, and potential changes to, laws, regulations and rules relating to eHealth's sale of Medicare related insurance products; eHealth and health insurance carrier compliance with laws, regulations and rules and the impact of any noncompliance; the ability of eHealth and Kaiser Permanente to terminate the relationship and risks relating to availability of eHealth's websites and platform. Other risks and uncertainties that can affect actual results are included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in eHealth's Annual Report on Form 10-K for the year ended December 31, 2015 and eHealth's most recent Quarterly Report on Form 10-Q, which are on file with the SEC and are available on the investor relations page of eHealth's website at http://www.ehealthinsurance.com and on the Securities and Exchange Commission's website at www.sec.gov. All information provided in this press release is as of the date of this press release, and we undertake no duty to update this information unless required by law.

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