



## eHealth Appoints Tim Hannan as Chief Marketing Officer

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MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--Jul. 11, 2017-- eHealth, Inc. (NASDAQ:EHTH), which operates [eHealth.com](http://eHealth.com), a leading private online health insurance exchange, announced today that Tim Hannan has recently joined the company as Chief Marketing Officer. Mr. Hannan oversees all marketing efforts across multiple business lines, including individual and family health insurance products, small business health insurance products, and Medicare insurance products.

Mr. Hannan also oversees the company's communications and public relations functions.

Prior to joining eHealth, Mr. Hannan served as CMO of Ibotta, Inc., one of the nation's most popular mobile shopping apps. At Ibotta, Mr. Hannan built a dynamic marketing organization that drove significant growth in revenues and customer usage through channel expansion and optimization, a deep understanding of data and analytics, and a rigorous approach to testing.

Before his time at Ibotta, Mr. Hannan held key leadership roles in the online travel industry. He served as CMO of Trip.com, as Vice President of eMarketing at Orbitz Worldwide, and as Director of Accounts for Europe, the Middle East and Africa at Expedia. Mr. Hannan holds a B.A. in Quantitative Economics and Finance from Providence College and an MBA from London Business School.

"I couldn't be more pleased to announce the addition of Tim Hannan to the eHealth team," said eHealth CEO Scott Flanders. "Tim is a tested and proven leader with an impressive record of success in his prior endeavors. He's bringing fresh insight and energy to the company and we're excited to see what his leadership will mean to our robust marketing efforts and to our valued customers."

"The health insurance market is a dynamic, challenging place and eHealth is well positioned to make a positive difference in the lives and finances of today's health insurance shoppers," said Mr. Hannan. "I believe no one understands today's online health insurance shoppers better than eHealth, and we have an opportunity to put our data-driven insights and market expertise front and center to help Americans find the affordable health insurance they need for every life stage. I am thrilled to join the eHealth team at such an exciting time."

### About eHealth

eHealth, Inc. (NASDAQ:EHTH) owns [eHealth.com](http://eHealth.com), a leading private online 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. eHealth offers thousands of individual, family and small business health plans underwritten by many of the nation's leading health insurance companies. eHealth (through its subsidiaries) is licensed to sell health insurance in all 50 states and the District of Columbia. eHealth also offers educational resources and 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 Medicare.com ([www.Medicare.com](http://www.Medicare.com)), eHealthMedicare.com ([www.eHealthMedicare.com](http://www.eHealthMedicare.com)) and PlanPrescriber.com ([www.PlanPrescriber.com](http://www.PlanPrescriber.com)).

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