

Hurley Robert S
Form 3
May 25, 2007

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

| | | | | |
|---|---------|--------------------------------------|--|--|
| 1. Name and Address of Reporting Person * | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| Â Hurley Robert S | | (Month/Day/Year) | eHealth, Inc. [EHTH] | |
| (Last) | (First) | (Middle) | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| | | 05/22/2007 | | |
| C/O EHEALTH, INC.,Â 440 | | | (Check all applicable) | |
| EAST MIDDLEFIELD RD | | | <input type="checkbox"/> Director | <input type="checkbox"/> 10% Owner |
| (Street) | | | <input checked="" type="checkbox"/> Officer | <input type="checkbox"/> Other |
| | | | (give title below) | (specify below) |
| MOUNTAIN | | | Sr. VP, Carrier Relations | |
| VIEW,Â CAÂ 94043 | | | 6. Individual or Joint/Group Filing(Check Applicable Line) | |
| (City) | (State) | (Zip) | <input checked="" type="checkbox"/> Form filed by One Reporting Person | |
| | | | <input type="checkbox"/> Form filed by More than One Reporting Person | |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock | 50,000 | I | By Trust ⁽¹⁾ |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|--|---|
|--|--|---|--|--|---|

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| | Date Exercisable | Expiration Date | | Amount or Number of Shares | | or Indirect (I) (Instr. 5) | |
|--------------------------------------|------------------|-----------------|--------------|----------------------------|--|----------------------------|---|
| Employee Stock Option (right to buy) | Â (2) | 01/24/2011 | Common Stock | 47,032 \$ 1 | | D | Â |
| Employee Stock Option (right to buy) | Â (3) | 01/24/2012 | Common Stock | 37,500 \$ 1 | | D | Â |
| Employee Stock Option (right to buy) | Â (4) | 06/13/2013 | Common Stock | 50,000 \$ 2 | | D | Â |
| Employee Stock Option (right to buy) | Â (5) | 12/14/2015 | Common Stock | 11,363 \$ 8.8 | | D | Â |
| Employee Stock Option (right to buy) | Â (5) | 12/14/2015 | Common Stock | 38,636 \$ 8.8 | | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|-----------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Hurley Robert S C/O EHEALTH, INC. 440 EAST MIDDLEFIELD RD MOUNTAIN VIEW, CA 94043 | Â | Â | Â Sr. VP, Carrier Relations | Â |

Signatures

/s/ Jennifer Thompson, as attorney-in-fact for Robert S. Hurley 05/25/2007

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Shares are held by Robert Hurley & Jeanette Riach Hurley, TTEEs u/a DTD 1/27/2004 The Riach Hurley Family Trust.
- (2) Currently fully vested and exercisable. The option became vested as to 25% of the shares 1 year after January 24, 2001 and 1/48th of the shares upon completion of each month of continuous service thereafter
- (3) Currently fully vested and exercisable. The option became vested as to 25% of the shares 1 year after January 24, 2002 and 1/48th of the shares upon completion of each month of continuous service thereafter.
- (4) Immediately exercisable for all option shares. The option shares become vested as to 25% of the shares 1 year after June 13, 2003 and 1/48th of the shares upon completion of each month of continuous service thereafter.
- (5) Immediately exercisable for all option shares. The option shares become vested as to 20% of the shares 1 year after December 14, 2005 and 1/60th of the shares upon completion of each month of continuous service thereafter.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.