

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

### 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 <sup>(1)</sup>

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) Title	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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## Edgar Filing: Hurley Robert S - Form 3

	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,Â CAÂ 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.  
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