

eHealth, Inc.
Form 8-K
April 07, 2008

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

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF
THE SECURITIES EXCHANGE ACT OF 1934

DATE OF REPORT (DATE OF EARLIEST EVENT REPORTED) April 7, 2008

eHealth, Inc.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction

of incorporation)

001-33071
(Commission File Number)

440 East Middlefield Road

56-2357876
(I.R.S. Employer

Identification No.)

Edgar Filing: eHealth, Inc. - Form 8-K

Mountain View, California 94043

(Address of principal executive offices) (Zip code)

(650) 584-2700

Registrant's telephone number, including area code

Not Applicable

(Former name or former address if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01. Other Events.

eHealth, Inc. (the Company) has introduced EPI-III eApproval technology to consumers applying for individual and family major medical health insurance plans with a major health insurance carrier in California. eApproval integrates the carrier's underwriting functions into the Company's online health insurance application process. It allows consumers to complete the application online, submit signature and payment electronically, receive an instant underwriting response from the carrier, and if approved, print membership materials immediately.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

EHEALTH, INC.

By: /s/ Gary L. Lauer
Gary L. Lauer
*Chief Executive Officer and Chairman of the Board
of Directors*

Dated: April 7, 2008