eHealth, Inc. Form 4 October 19, 2006

### FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

#### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

2005 Estimated average burden hours per response... 0.5

**OMB APPROVAL** 

3235-0287

January 31,

OMB

Number:

Expires:

subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Check this box

if no longer

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)

(Last)

1. Name and Address of Reporting Person \* SCHAEPE CHRISTOPHER J

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to Issuer

eHealth, Inc. [EHTH]

3. Date of Earliest Transaction

(Check all applicable)

C/O LIGHTSPEED VENTURE PARTNERS, 2200 SAND HILL

(Month/Day/Year) 10/18/2006

(Middle)

\_X\_\_ Director X\_\_ 10% Owner Officer (give title \_ Other (specify below)

**ROAD** 

(First)

(Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Applicable Line)

Filed(Month/Day/Year)

Form filed by One Reporting Person \_X\_ Form filed by More than One Reporting

Person

MENLO PARK, CA 94025

| (City)                               | (State)                                 | (Zip) Tabl  | e I - Non-D                             | erivative So   | ecuriti          | es Acqı      | uired, Disposed o  | f, or Beneficial   | ly Owned  |
|--------------------------------------|---|---|---|--|------------------|--------------|--|--|---|
| 1.Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired ion(A) or Disposed of (D) (Instr. 3, 4 and 5) |                  |              | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|                                      |   |   | Code V                                  | Amount   | (A)<br>or<br>(D) | Price        | Reported<br>Transaction(s)<br>(Instr. 3 and 4)                   |  |   |
| Common<br>Stock                      | 10/18/2006                              |   | C                                       | 232,298<br>(1)   | A                | \$ 0<br>(10) | 242,104  | D (1)  |   |
| Common<br>Stock                      | 10/18/2006                              |   | С                                       | 60,817<br>(1) (13)   | A                | \$ 0<br>(11) | 302,921  | D (1)  |   |
| Common<br>Stock                      | 10/18/2006                              |   | C                                       | 56,086<br>(1)  | A                | \$ 0<br>(12) | 359,007  | D (1)  |   |
| Common<br>Stock                      | 10/18/2006                              |   | C                                       | 265,669<br>(2)   | A                | \$ 0<br>(10) | 276,884  | D (2)  |   |
| Common<br>Stock                      | 10/18/2006                              |   | C                                       | 69,554<br>(2) (13)   | A                | \$ 0<br>(11) | 346,438  | D (2)  |   |

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| Common<br>Stock | 10/18/2006 | C | 64,130<br>(2)                | A | \$ 0<br>(12) | 410,568 | D (2) |
|-----------------|------------|---|------------------------------|---|--------------|---------|-------|
| Common<br>Stock | 10/18/2006 | C | 33,479<br>(3)                | A | \$ 0<br>(10) | 34,892  | D (3) |
| Common<br>Stock | 10/18/2006 | C | 8,765 <u>(3)</u> <u>(13)</u> | A | \$ 0<br>(11) | 43,657  | D (3) |
| Common<br>Stock | 10/18/2006 | C | 8,096 (3)                    | A | \$ 0<br>(12) | 51,753  | D (3) |
| Common<br>Stock | 10/18/2006 | C | 10,293<br>(4)                | A | \$ 0<br>(10) | 10,727  | D (4) |
| Common<br>Stock | 10/18/2006 | C | 2,695 (4)<br>(13)            | A | \$ 0<br>(11) | 13,422  | D (4) |
| Common<br>Stock | 10/18/2006 | C | 2,485 (4)                    | A | \$ 0<br>(12) | 15,907  | D (4) |
| Common<br>Stock | 10/18/2006 | C | 433,391<br>(5)               | A | \$ 0<br>(10) | 451,687 | D (5) |
| Common<br>Stock | 10/18/2006 | C | 113,466<br>(5) (13)          | A | \$ 0<br>(11) | 565,153 | D (5) |

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474 (9-02)

 $\label{thm:convergence} \begin{tabular}{ll} Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned \\ (e.g., puts, calls, warrants, options, convertible securities) \end{tabular}$ 

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | erivative Expiration Date ecurities (Month/Day/Year) cquired (A) or isposed of (D) nstr. 3, 4, and |                    | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |                                  |
|---|---|--------------------------------------|---|---|---|--|--------------------|---|----------------------------------|
|   |   |                                      |   | Code V                                  | (A) (D)   | Date<br>Exercisable  | Expiration<br>Date | Title   | Amount or<br>Number of<br>Shares |
| Series A<br>Convertible<br>Preferred<br>Stock       | <u>(10)</u>   | 10/18/2006                           |   | С                                       | 232,298   | (10)   | (10)               | Common<br>Stock   | 232,298                          |
| Series A<br>Convertible<br>Preferred<br>Stock       | <u>(10)</u>   | 10/18/2006                           |   | C                                       | 265,669   | (10)   | (10)               | Common<br>Stock   | 265,669                          |

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| Series A<br>Convertible<br>Preferred<br>Stock | (10)        | 10/18/2006 | С | 33,479  | (10)        | (10)        | Common<br>Stock | 33,479         |
|---|-------------|------------|---|---------|-------------|-------------|-----------------|----------------|
| Series A<br>Convertible<br>Preferred<br>Stock | (10)        | 10/18/2006 | С | 10,293  | (10)        | (10)        | Common<br>Stock | 10,293         |
| Series A<br>Convertible<br>Preferred<br>Stock | (10)        | 10/18/2006 | C | 433,391 | (10)        | (10)        | Common<br>Stock | 433,391        |
| Series A<br>Convertible<br>Preferred<br>Stock | (10)        | 10/18/2006 | C | 3,629   | (10)        | (10)        | Common<br>Stock | 3,629          |
| Series A Convertible Preferred Stock          | (10)        | 10/18/2006 | C | 88,953  | (10)        | (10)        | Common<br>Stock | 88,953         |
| Series A Convertible Preferred Stock          | (10)        | 10/18/2006 | C | 9,751   | (10)        | (10)        | Common<br>Stock | 9,751          |
| Series A Convertible Preferred Stock          | <u>(10)</u> | 10/18/2006 | С | 6,013   | (10)        | (10)        | Common<br>Stock | 6,013          |
| Series B<br>Convertible<br>Preferred<br>Stock | (11)        | 10/18/2006 | С | 46,266  | <u>(11)</u> | <u>(11)</u> | Common<br>Stock | 60,817<br>(13) |
| Series B<br>Convertible<br>Preferred<br>Stock | (11)        | 10/18/2006 | C | 52,913  | (11)        | <u>(11)</u> | Common<br>Stock | 69,554<br>(13) |
| Series B<br>Convertible<br>Preferred<br>Stock | (11)        | 10/18/2006 | С | 6,668   | (11)        | (11)        | Common<br>Stock | 8,765<br>(13)  |
| Series B<br>Convertible<br>Preferred<br>Stock | (11)        | 10/18/2006 | C | 2,050   | (11)        | (11)        | Common<br>Stock | 2,695<br>(13)  |
|   | <u>(11)</u> | 10/18/2006 | C | 86,319  | (11)        | <u>(11)</u> |                 |                |

Series B Convertible Preferred Stock Common 113,466 Stock (13)

## **Reporting Owners**

| Reporting Owner Name / Address   |           |             |         |            |
|--|-----------|-------------|---------|------------|
| reporting 6 wher ranner radies   | Director  | 10% Owner   | Officer | Other      |
| SCHAEPE CHRISTOPHER J<br>C/O LIGHTSPEED VENTURE PARTNERS<br>2200 SAND HILL ROAD<br>MENLO PARK, CA 94025            | X         | X           |         |            |
| WPG Enterprise Fund III, L.L.C.<br>2200 SAND HILL ROAD<br>MENLO PARK,, CA 94025                                    |           | X           |         |            |
| Weiss, Peck & Greer Venture Associates IV, L.L.C.<br>2200 SAND HILL ROAD<br>MENLO PARK,, CA 94025                  |           | X           |         |            |
| Weiss, Peck & Greer Venture Associates IV Cayman, L.P.<br>2200 SAND HILL ROAD<br>MENLO PARK, CA 94025              |           | X           |         |            |
| WPG INFORMATION SCIENCES ENTREPRENEUR FUND LP<br>2200 SAND HILL ROAD<br>MENLO PARK, CA 94025                       |           | X           |         |            |
| WEISS PECK & GREER VENTURE ASSOCIATES V LLC<br>2200 SAND HILL ROAD<br>MENLO PARK, CA 94025                         |           | X           |         |            |
| WEISS PECK & GREER VENTURE ASSOCIATES V-A LLC<br>2200 SAND HILL ROAD<br>MENLO PARK, CA 94025                       |           | X           |         |            |
| Signatures   |           |             |         |            |
| /s/ Christopher J. Schaepe   |           |             |         | 10/18/2006 |
| **Signature of Reporting Person  |           |             |         | Date       |
| /s/ Christopher J. Schaepe, Managing Member, WPG VC Fund Adv<br>III, WPGVA IV, WPGVA IV Cayman, WPGISEF            | iser, LLC | , for WPGEI | 7       | 10/18/2006 |
| **Signature of Reporting Person  |           |             |         | Date       |
| /s/ Christopher J. Schaepe, Managing Member, WPG VC Fund Adv V, WPGVA V-A, WPGVA V Cayman, WPGISEF II, WPGISEF II- |           | C, for WPG  | VA      | 10/18/2006 |
| **Signature of Reporting Person  |           |             |         | Date       |

Reporting Owners 4

### **Explanation of Responses:**

- \* If the form is filed by more than one reporting person, *see* Instruction 4(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).
- Shares are held by WPG Enterprise Fund III, LLC ("WPGEF III"). Mr. Schaepe is a managing member of WPG VC Fund Adviser,

  (1) LLC, which is the fund investment advisory member of WPGEF III. Mr. Schaepe disclaims beneficial ownership of any of the shares held by WPGEF III, except to the extent of his pecuniary interest therein.
- Shares are held by Weiss, Peck & Greer Venture Associates IV, LLC ("WPGVA IV"). Mr. Schaepe is a managing member of WPG VC Fund Adviser, LLC, which is the fund investment advisory member of WPGVA IV. Mr. Schaepe disclaims beneficial ownership of any of the shares held by WPGVA IV, except to the extent of his pecuniary interest therein.
- Shares are held by Weiss, Peck & Greer Venture Associates IV Cayman, LP ("WPGVA IV Cayman"). Mr. Schaepe is a managing member of WPG VC Fund Adviser, LLC, which is the fund investment advisory partner of WPGVA IV Cayman. Mr. Schaepe disclaims beneficial ownership of any of the shares held by WPGVA IV Cayman, except to the extent of his pecuniary interest therein.
- Shares are held by WPG Information Sciences Entrepreneur Fund, LP ("WPGISEF"). Mr. Schaepe is a managing member of WPG VC Fund Adviser, LLC, which is the general partner of WPGISEF. Mr. Schaepe disclaims beneficial ownership of any of the shares held by WPGISEF, except to the extent of his pecuniary interest therein.
- Shares are held by Weiss, Peck & Greer Venture Associates V, LLC ("WPGVA V"). Mr. Schaepe is a managing member of WPG VC

  Fund Adviser II, LLC, which is the fund investment advisory member of WPGVA V. Mr. Schaepe disclaims beneficial ownership of any of the shares held by WPGVA V, except to the extent of his pecuniary interest therein.
- Shares are held by Weiss, Peck & Greer Venture Associates V-A, LLC ("WPGVA V-A"). Mr. Schaepe is a managing member of WPG VC Fund Adviser II, LLC, which is the fund investment advisory member of WPGVA V-A. Mr. Schaepe disclaims beneficial ownership of any of the shares held by WPGVA V-A, except to the extent of his pecuniary interest therein.
- Shares are held by Weiss, Peck & Greer Venture Associates V Cayman, LP ("WPGVA V Cayman"). Mr. Schaepe is a managing member of WPG VC Fund Adviser II, LLC, which is the fund investment advisory partner of WPGVA V Cayman. Mr. Schaepe disclaims beneficial ownership of any of the shares held by WPGVA V Cayman, except to the extent of his pecuniary interest therein.
- Shares are held by WPG Information Sciences Entrepreneur Fund II, LLC ("WPGISEF II"). Mr. Schaepe is a managing member of WPG VC Fund Adviser II, LLC, which is the fund investment advisory member of WPGISEF II. Mr. Schaepe disclaims beneficial ownership of any of the shares held by WPGISEF II, except to the extent of his pecuniary interest therein.
- Shares are held by WPG Information Sciences Entrepreneur Fund II-A, LLC ("WPGISEF II-A"). Mr. Schaepe is a managing member of WPG VC Fund Adviser II, LLC, which is the fund investment advisory member of WPGISEF II-A. Mr. Schaepe disclaims beneficial ownership of any of the shares held by WPGISEF II-A, except to the extent of his pecuniary interest therein.
- (10) The Series A Convertible Preferred Stock converted into Issuer's common stock on a 1-for-1 basis and had no expiration date.
- (11) The Series B Convertible Preferred Stock converted into Issuer's common stock on a 1-for-1.3145 basis and had no expiration date.
- (12) The Series C Convertible Preferred Stock converted into Issuer's common stock on a 1-for-1 basis and had no expiration date.
- (13) Reflects the 1-for-1.3145 conversion ratio which became effective upon the closing of the Issuer's initial public offering.

#### **Remarks:**

This is the first of four Forms 4 filed by the Reporting Person on this date to report transactions occurring on October 18, 2006

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.