

October 29, 2013

President Barack Obama
The White House
Washington D.C.

Dear President Obama:

I am writing you as the CEO of the nation's leading health insurance exchange. We are a public company located in the Silicon Valley, California that has enrolled millions of individuals in affordable health insurance policies for over 13 years, approximately 40% of whom were uninsured before coming to eHealth. We are consistently first in Google/search engine results when you key in the words "health insurance."

I am a longtime supporter of the Affordable Care Act and have spoken publicly in favor of the legislation from the earliest days of the national debate.

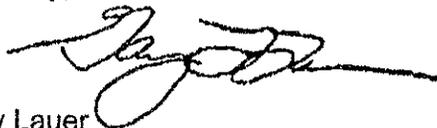
Mr. President: We are ready to help you get this program back on track promptly, with the cooperation of the federal exchange, if you allow us to take over the shopping and enrollment process in all 36 federal exchange states – *without cost to the taxpayer*. While your staff is working hard to repair Healthcare.gov, with your support, we can be the stopgap that is needed.

Last year, eHealth had 20 million visitors to our website from across the nation, a substantial number of whom were between the vital ages of 18 and 34. Our website operates at the highest levels of Internet consumer availability and reliability.

We have worked closely with Secretary Sebelius for the last year. To her credit, she issued a highly consumer-protective regulation allowing eHealth and other private sector health insurance websites to enroll lower income tax-subsidy eligible people, and in August of this year, the Centers for Medicare and Medicaid Services signed an agreement with eHealth allowing it to assist the federal exchanges with the shopping and enrollment process.

I would appreciate an opportunity to meet with you in person to discuss my offer and work with you toward a solution that better serves our country.

Sincerely,



Gary Lauer
Chairman and CEO, eHealth