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## eHealth Welcomes Back Lara Sasken as Senior Vice President, Communications



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### eHealth continues to strengthen its senior leadership team with addition of seasoned communications and PR expert

eHealth, Inc., a leading private online health insurance marketplace, today announced the return of Lara Sasken as Senior Vice President of Communications.

"eHealth's transformation over the past year continues to attract incredible talent, and we could not be more excited to welcome Lara Sasken back to the team," said eHealth CEO Fran Soistman. "Lara brings extensive experience in corporate communications and public relations and will serve as a key strategic partner for all aspects of the business as we realize our ambitious vision for 2023 and beyond."

"The leadership team at eHealth has made remarkable progress in evolving the business, and I'm thrilled to join a high-integrity team whose impact is palpable both internally and externally," said Lara Sasken. "With my mission-driven background and passion for leading high-impact communications programs, I look forward to fostering innovation, transformation, and growth for the business and in service of our customers."

Lara joined eHealth as Vice President of Communications in 2020 and was promoted to SVP a year later. Prior to that, Lara held senior communications leadership roles at SurveyMonkey, Facebook, and GoPro.

**Source:** [eHealth](#)

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