Check

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

this box if no longer subject to	
n 16. Form 4 or Form 5	
ions may continue. See	

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPR	OVAL
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Section obligat Instruction 1(b) Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

09/12/2016

1. Name and Ad Soldan Jon	dress of Reporting F		. Issuer Name and Ti HEALTHEQUI						utionship of Reportin all applicable) Director	g Person(s) to Is		
	(First) HEQUITY, INC.		Date of Earliest Tran 9/09/2016	nsaction	ı (Mor	nth/Day/Year)		X	Officer (give title below) Exec VP,	Other below Operations	(specify)	
(Street) DRAPER UT 84020 (City) (State) (Zip)				If Amendment, Date	of Orig	inal F	iled (Month/Da	ay/Year)	6. Indiv Line) X	ridual or Joint/Group Form filed by One Form filed by Mor Person	e Reporting Pers	on
		Table I - I	Non-Derivativ	ve Securities A	cquire	ed, C	Disposed o	of, or B	eneficially	Owned		
Dat		2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Disposed Of			5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership	
					Code	v	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)		(Instr. 4)
Common Stoo	ck		09/09/2016		M		10,000	A	\$28.69	10,000	D	
Common Stock		09/09/2016		S		10,000	D	\$34.3069(1)	0	D		
DRAPER UT 8 (City) (State) (Z Tabl 1. Title of Security (Instr. 3)			09/12/2016		м		15,000	Δ	\$28.60	15,000	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

15,000

D

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		5. Numl of Derivati Securiti Acquire (A) or Dispose of (D) (I 3, 4 and	ive ies ed ed nstr.	6. Date Exerc Expiration Da (Month/Day/\)	ate	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (right to buy)	\$28.69	09/09/2016		M		10,000		(3)	08/26/2025	Common Stock	10,000	\$0	90,000	D	
Stock Option (right to buy)	\$28.69	09/12/2016		M		15,000		(3)	08/26/2025	Common Stock	15,000	\$0	75,000	D	
Stock Option (right to buy)	\$24.36							(4)	03/23/2026	Common Stock	25,000		25,000	D	

Explanation of Responses:

Common Stock

- 1. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$34.00 to \$34.59, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in footnotes (1) and (2) to this Form 4.
- 2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$32.95 to \$33.32, inclusive.
- 3. The option is immediately exercisable as to 25,000 shares. The remaining shares become exercisable in three equal annual installments of 25,000 shares on August 26, 2017, 2018 and 2019.
- 4. The option becomes exercisable in four equal annual installments on March 23, 2017, 2018, 2019 and 2020.

/s/ Jon Soldan

09/13/2016

** Signature of Reporting Person

\$33.0408(2)

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D

Date

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

- * 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).

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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