

Cole G Bradley  
Form 4  
November 15, 2018

# FORM 4

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

OMB APPROVAL

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## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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)

1. Name and Address of Reporting Person \*

Cole G Bradley

(Last) (First) (Middle)

301 PENOBSCOT DRIVE

(Street)

REDWOOD CITY, CA 94063

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

GENOMIC HEALTH INC [GHDX]

3. Date of Earliest Transaction

(Month/Day/Year)

11/13/2018

4. If Amendment, Date Original Filed

(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

CFO

6. Individual or Joint/Group Filing (Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Common Stock	11/13/2018		M		5,000 A \$ 17.18	50,372 <sup>(1)</sup>	D
Common Stock	11/13/2018		M		3,576 A \$ 22.98	53,948 <sup>(1)</sup>	D
Common Stock <sup>(2)</sup>	11/13/2018		S		2,817 D \$ 78.2871 <sup>(3) (4)</sup>	51,131 <sup>(1)</sup>	D
Common Stock <sup>(2)</sup>	11/13/2018		S		600 D \$ 79.2967 <sup>(3) (5)</sup>	50,531 <sup>(1)</sup>	D
	11/13/2018		S		1,083 D	49,448 <sup>(1)</sup>	D

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Common Stock <sup>(2)</sup>					\$ 80.3184			
					<u>(3) (6)</u>			
Common Stock <sup>(2)</sup>	11/13/2018		S	500	D	\$ 81.602	48,948 <sup>(1)</sup>	D
						<u>(3) (7)</u>		
Common Stock <sup>(2)</sup>	11/13/2018		S	1,976	D	\$ 78.3428	46,972 <sup>(1)</sup>	D
						<u>(3) (8)</u>		
Common Stock <sup>(2)</sup>	11/13/2018		S	900	D	\$ 80.2302	46,072 <sup>(1)</sup>	D
						<u>(3) (9)</u>		
Common Stock <sup>(2)</sup>	11/13/2018		S	300	D	\$ 81.4567	45,772 <sup>(1)</sup>	D
						<u>(3) (10)</u>		
Common Stock <sup>(2)</sup>	11/13/2018		S	400	D	\$ 79.1975	45,372 <sup>(1)</sup>	D
						<u>(3) (11)</u>		

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

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(9-02)

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

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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 17.18	11/13/2018		M	5,000	<sup>(12)</sup> 02/18/2020	Common Stock	5,000
Employee Stock Option	\$ 22.98	11/13/2018		M	3,576	<sup>(13)</sup> 01/27/2021	Common Stock	3,576

(right to  
buy)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Cole G Bradley 301 PENOBSCOT DRIVE REDWOOD CITY, CA 94063			CFO	

## Signatures

/s/ Jason W. Radford,  
Attorney-in-fact

11/15/2018

\_\_Signature of Reporting Person

Date

## 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).
- (1) Includes an aggregate of 16,534 shares of common stock issuable pursuant to previously reported restricted stock units that have not vested.
- (2) These sales of common stock were effected pursuant to Rule 10b5-1 sales plans adopted by the reporting person on June 4, 2018 and August 23, 2018.
- (3) Reporting person undertakes to provide upon request by the Securities and Exchange Commission, the issuer or a securityholder of the issuer detailed information regarding the price and number of shares sold within the range indicated.
- (4) Represents weighted average sale price. Actual sale prices ranged from \$77.87 to \$78.71.
- (5) Represents weighted average sale price. Actual sale prices ranged from \$78.93 to \$79.61.
- (6) Represents weighted average sale price. Actual sale prices ranged from \$79.93 to \$80.70.
- (7) Represents weighted average sale price. Actual sale prices ranged from \$81.13 to \$82.08.
- (8) Represents weighted average sale price. Actual sale prices ranged from \$77.90 to \$78.80.
- (9) Represents weighted average sale price. Actual sale prices ranged from \$79.95 to \$80.65.
- (10) Represents weighted average sale price. Actual sale prices ranged from \$81.12 to \$82.08.
- (11) Represents weighted average sale price. Actual sale prices ranged from \$78.93 to \$79.62.
- (12) The option became exercisable as to 25% of the shares on February 18, 2011, and became exercisable as to 1/48th of the shares each full month thereafter.
- (13) The option became exercisable as to 25% of the shares on January 27, 2012, and became exercisable as to 1/48th of the shares each full month thereafter.

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.