

Cole G Bradley  
Form 4  
March 14, 2019

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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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)

03/12/2019

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	(D)	Price			
Common Stock	03/12/2019		M		5,000	A	\$ 17.18	48,722 <sup>(1)</sup>	I	Held by the Cole Family Trust
Common Stock	03/12/2019		M		10,000	A	\$ 22.98	58,722 <sup>(1)</sup>	I	Held by the Cole Family Trust
Common Stock <sup>(2)</sup>	03/12/2019		S		4,000	D	\$ 74.984 <sup>(3) (4)</sup>	54,722 <sup>(1)</sup>	I	Held by the Cole Family Trust

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Common Stock <sup>(2)</sup>	03/12/2019	S	1,000	D	\$ 75.805 <sup>(3)</sup> <sup>(5)</sup>	53,722 <sup>(1)</sup>	I	Held by the Cole Family Trust
Common Stock <sup>(6)</sup>	03/12/2019	S	7,900	D	\$ 74.9768 <sup>(3)</sup> <sup>(7)</sup>	45,822 <sup>(1)</sup>	I	Held by the Cole Family Trust
Common Stock <sup>(6)</sup>	03/12/2019	S	2,100	D	\$ 75.8167 <sup>(3)</sup> <sup>(8)</sup>	43,722 <sup>(1)</sup>	I	Held by the Cole Family Trust

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

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SEC 1474  
(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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 17.18	03/12/2019		M	5,000	<sup>(9)</sup> 02/18/2020	Common Stock	5,000	
Employee Stock Option (right to buy)	\$ 22.98	03/12/2019		M	10,000	<sup>(10)</sup> 01/27/2021	Common Stock	10,000	

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director 10% Owner Officer Other

Cole G Bradley  
301 PENOBSCOT DRIVE  
REDWOOD CITY, CA 94063

CFO

## Signatures

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

03/14/2019

\_\_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 11,794 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 plan adopted by the reporting person on June 4, 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 \$74.53 to \$75.42.
- (5) Represents weighted average sale price. Actual sale prices ranged from \$75.64 to \$75.96.
- (6) These sales of common stock were effected pursuant to Rule 10b5-1 sales plan adopted by the reporting person on August 23, 2018.
- (7) Represents weighted average sale price. Actual sale prices ranged from \$74.52 to \$75.44.
- (8) Represents weighted average sale price. Actual sale prices ranged from \$75.66 to \$76.04.
- (9) 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.
- (10) 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.