

## **American Public Health Association And WebMD Health Launch New Public Health And Prevention Resource**

Washington, DC and New York, NY (October 16, 2003) – The American Public Health Association (APHA), the world's largest, oldest and most diverse public health association, and WebMD Health, the leading source for consumer and professional health information online, today announced the collaborative launch of a new online resource for health professionals that will provide health promotion, prevention and treatment resources. The new specialty site, called Medscape Public Health and Prevention (PublicHealth.Medscape.com), was produced by WebMD in collaboration with APHA and is designed to provide global access to the latest research findings affecting public health and healthcare practice.

Medscape Public Health and Prevention, which is available to health professionals free of charge, will publish expert commentary and analysis on public health issues, epidemiological reports and other clinically important findings, as well as original news from the award-winning WebMD Medscape editorial team, online professional education (CME/CE) with instant certificates, MEDLINE with Medscape Select search and the Medscape DrugInfo database. In addition, selected articles from APHA's *American Journal of Public Health* and *The Nation's Health* will be featured as part of the Medscape Publishers' Circle<sup>®</sup> online library.

"Ensuring the health of the public means communicating in a rapid way on a global scale," said Georges C. Benjamin, MD, FACP, executive director of the American Public Health Association. "This unique collaboration helps accomplish this goal."

"Collaborating with the APHA, an organization with a deep commitment to improve public health practices, will enable Medscape to bring vital disease prevention and health promotion information to the largest audience of healthcare professionals," said Steve Zatz, MD, EVP, Professional Services and Chief Medical Officer, WebMD.

### Editorial Board Comprised of Industry Thought Leaders

Medscape and APHA have jointly appointed an editorial board for the site, consisting of eight public health thought leaders: Edward L. Baker, MD, MPH, University of North Carolina at Chapel Hill; Cheryl E. Easley, PhD, RN, University of Alaska at Anchorage; Felicia Guest, MPH, CHES, Emory University School of Medicine, Atlanta, Georgia; Audrey R. Gotsch, DrPH, CHES, University of Medicine and Dentistry of New Jersey-School of Public Health; Charlene Hanson, EdD, FNP, FAAN, Georgia Southern University; Omar Khan, MD, MPH, American Public Health Association, Washington, DC; George Lundberg, MD, WebMD Corporation; William Roper, MD, MPH, University of North Carolina at

Chapel Hill.

“This new information resource for the healthcare community -- on "Public Health and Prevention" -- will be an important means of drawing the population health and healthcare worlds closer together,” said William Roper, MD, MPH, dean of the School of Public Health at the University of North Carolina at Chapel Hill and member of the Editorial Board.

#### Online Coverage of APHA 2003 Annual Meeting

Medscape and APHA will also collaborate to create online coverage of APHA's 2003 Annual Meeting in San Francisco, November 15-19, to be featured on the new site. This coverage will include news, commentary and webcasts, and will be available for online continuing education credit for health professionals.

#### **About American Public Health Association**

APHA is a national association of 50,000 members from over 50 occupations working to improve the public's health. APHA is the world's largest, oldest and most diverse public health association and is a leading publisher of public health-related books and periodicals promoting high scientific standards, action programs and policy for good health. APHA will hold its 131st Annual Meeting & Exposition in San Francisco, Nov. 15-19. For more information, visit [www.apha.org](http://www.apha.org).

#### **About WebMD**

WebMD Corporation provides services that help physicians, consumers, providers and health plans navigate the complexity of the healthcare system. Our products and services streamline administrative and clinical processes, promote efficiency and reduce costs by facilitating information exchange, communication and electronic transactions between healthcare participants.

WebMD Health is the leading provider of online information, educational services and communities for physicians and consumers. WebMD Medical Manager is the leading provider of physician practice management software and related services. WebMD Envoy is the leader in payer and healthcare provider transaction processing and reimbursement cycle management services.