



About WebMD

WebMD has consistently been ranked as the most trusted brand in the U.S. by Millward Brown and is the leading provider of health information services and tools, serving consumers, physicians, healthcare professionals, employers and health plans. WebMD’s websites, mobile apps, publications and technology platforms provide an award-winning combination of content, community and connectivity that empower health decisions anytime and anywhere. Advertisers and sponsors use WebMD’s platforms and products to reach and engage consumers and healthcare professionals that are interested in healthy living, wellness, diseases and conditions, and other health-related topics.

Our Mission: Improve health and wellness by empowering decision-making and motivating positive action.

By the Numbers

Our US Audience



WebMD

75MM

Total Monthly Unique Users

49MM

Monthly Mobile Unique Users



Medscape

676K

Active U.S. Physicians

2MM

Active U.S. HCPs (non-Physician)



WebMD health services

71MM

Covered Lives

8MM

Personal Health Records

Sources: 1) WebMD - comScore Media Metrix January 2017; 2) Manhattan Research 3) WebMD Health Services Internal Data

WebMD | Medscape

The WebMD Health Network: Our Public Portals

Our network of public portals for consumers and healthcare professionals includes: www.WebMD.com (which we sometimes refer to as WebMD Health), our primary public portal for consumers and related mobile-optimized sites and mobile apps; www.Medscape.com, our primary public portal for physicians and other healthcare professionals and related mobile-optimized sites and mobile apps; and other sites through which we provide our branded health and wellness content, tools and services. Our public portals generate revenue primarily through the sale of various types of advertising and sponsorship products to our clients, such as pharmaceutical, biotechnology and medical device companies and others.

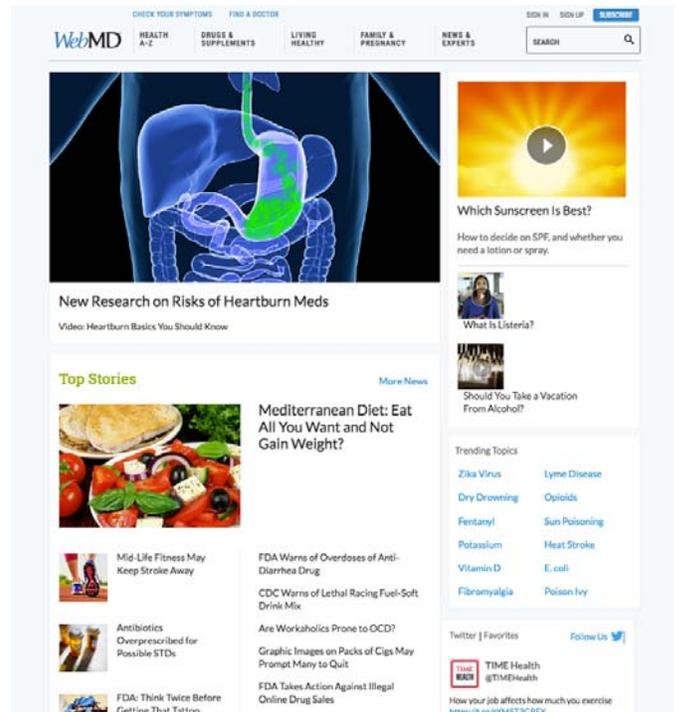
Our Public Portals

- WebMD.com
- MedicineNet.com
- RxList.com
- eMedicineHealth.com
- Medscape.com
- WebMD.boots.com

WebMD

[WebMD](#) is the leading destination for health information for consumers. WebMD's online offerings include news articles and features, special reports, interactive guides, originally produced videos, self-assessment questionnaires, expert-led Q&As, community forums and reference resources. WebMD also publishes *WebMD Magazine* eight times per year, which reaches an audience of more than 10 million consumers in physicians' waiting rooms nationwide. WebMD's programming caters to all health-related interests, ranging from disease and condition information to healthy lifestyle-related content. We do not charge any usage, membership or download fees for access to our public portals or mobile applications.

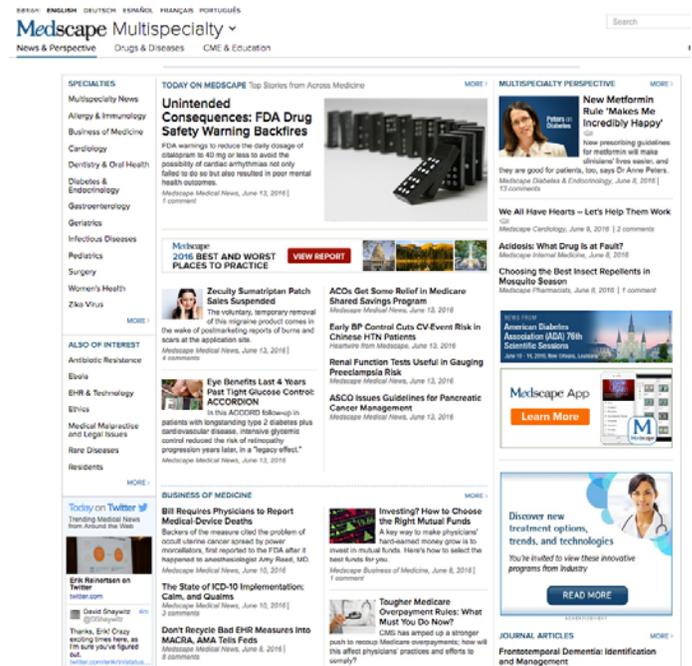
Mobile Apps & Solutions: [WebMD App](#); [WebMD Magazine App](#); [WebMD Pregnancy App](#); [WebMD Baby App](#); [WebMD Pain Coach App](#); [WebMD Allergy App](#)



Medscape

[Medscape](#) is the leading source of clinical news, medical information and point-of-care tools for physicians, nurse practitioners and other healthcare professionals. Medscape's original content includes daily medical news, conference coverage and expert commentary and columns by authors from widely respected clinical and academic institutions. Medscape also provides access to full-text journal articles, reference materials and other medical content, such as a drug reference database and drug interaction checker; clinical reference, treatment and procedure guides; physician, pharmacy and hospital directories; image collections; and quizzes and case challenges. Medscape Education (Medscape.org) offers thousands of free continuing medical education (C.M.E.) and other educational programs for physicians, nurses and other healthcare professionals.

Mobile Apps & Solutions: [Medscape App](#); [Medscape MedPulse App](#); [Medscape CME & Education App](#)



[WebMD Health Services: Our Private Portals](#)

For more than a decade, [WebMD Health Services](#) has been a leading provider of wellness services and solutions that help employers, health plans and government organizations improve the well-being of their employee and plan participant populations.

Personalized solutions include one-on-one coaching, wellness challenges, custom communications services and more. Our suite of tools and activities supports individuals' efforts to make positive choices that create sustainable healthy lifestyles. Participants can access their wellness portals through desktop, tablet and mobile devices.

We generate revenue from subscriptions to our WebMD Health Services platform by employers, health plans and governmental organizations, either directly or through our distributors. Our Health and Wellness Coaching, including our Condition Management Coaching, is offered on a per-participant basis. Our private portals do not display or generate revenue from advertising or sponsorships.

Mobile App: [WebMD Wellness at Your Side](#) (Google Play); [WebMD Wellness at Your Side](#) (Apple App Store)

