



March 4, 2013

## WebMD and Qualcomm Life Launch Strategic mHealth Collaboration

### Companies to offer a gateway to health and wellness management with the goal of becoming a 'health hub' for consumers

NEW ORLEANS, March 4, 2013 /PRNewswire/ -- [WebMD Health Corp.](#) (NASDAQ: WBMD), the leading source of health information and health management tools and services, and Qualcomm Incorporated (NASDAQ: QCOM) subsidiary, [Qualcomm Life, Inc.](#), announced today a collaboration to provide consumers with seamlessly connected personal wireless health data. Today's consumers are managing their health across multiple screens and biometric devices with a limited ability to integrate their data. The WebMD and Qualcomm Life collaboration will help sync data collected and give consumers the opportunity to take charge of their health.

WebMD will utilize Qualcomm Life's [2net™ Platform](#), an FDA-listed, Class I Medical Device Data System (MDDS) that enables end-to-end interoperability for medical devices and apps, to aggregate wireless health device data into its network of mobile apps and websites. The data will be securely stored in the WebMD Health Cloud platform, which is designed to enable user-friendly and automatic data collection. Combining WebMD insights, content and services with health device data collected by Qualcomm Life's 2net Platform, new and existing apps in the WebMD network will help users to understand and effectively use wireless health data. This breakthrough technology collaboration seeks to aggregate and package device data in new and creative ways to provide rich applications across various disease categories and lifestyle interests with the goal of becoming the go-to place to discover experiences and buy devices.

As the leader in mobile health information<sup>1</sup> and services, WebMD is the resource for an engaged and empowered audience. More than half (52 percent) of consumers who take action to improve their well-being do so with information and tools they find at WebMD.<sup>2</sup> Pairing these action-oriented consumers with digital health devices and apps, enabled by Qualcomm Life, will help to drive mass adoption of a more personalized, quantified-self environment.

"We are very excited to be working with WebMD, the leading source of health information for consumers and health care providers and an innovator in mobile health, to create a connected, automated and seamless data collection experience that eliminates the need for manual entry," said Rick Valencia, vice president and general manager, Qualcomm Life. "Our award-winning 2net Platform will allow WebMD users to select a variety of apps, devices and tools they may need to better understand and manage their health or the health of their patients."

"WebMD shares Qualcomm Life's desire to make managing health and wellness easy and accessible for consumers. We are currently the leader in health and wellness information and tools for consumers and have the opportunity to help consumers understand and take action based on personalized health data," said Bill Pence, Chief Technology Officer and Chief Operating Officer for WebMD. "To reach this potential, WebMD must embrace first-in-class health channels to enhance our multi-screen experiences, and that's what Qualcomm Life's 2net Platform offers: an opportunity to bring together everything you need to easily take charge of your family's health."

Qualcomm Life is focused on expanding its 2net Ecosystem, one of the largest open ecosystems of medical device manufacturers, health services companies, hospitals, app developers and more, to bring digital health services and solutions to market faster and empower consumers to play a leading role in managing their health and fitness.

Qualcomm Life will be showcasing the 2net Platform in the Qualcomm booth with WebMD at booth #759 and a variety of other 2net Ecosystem participants, including Entra Health Systems, Nonin, A&D Medical, BodyMedia, AliveCor, Telcare, and more.

#### About WebMD

WebMD Health Corp. (NASDAQ: WBMD) is the leading provider of health information services, serving consumers, physicians, healthcare professionals, employers, and health plans through our public and private online portals, mobile platforms and health-focused publications.

The WebMD Health Network includes WebMD Health, Medscape, MedicineNet, emedicineHealth, RxList, [theheart.org](#), Medscape Education and other owned WebMD sites.

## **About Qualcomm Incorporated**

Qualcomm Incorporated (NASDAQ: QCOM) is the world leader in 3G, 4G and next-generation wireless technologies. Qualcomm Incorporated includes Qualcomm's licensing business, QTL, and the vast majority of its patent portfolio. Qualcomm Technologies, Inc., a wholly-owned subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of Qualcomm's engineering, research and development functions, and substantially all of its products and services businesses, including its semiconductor business, QCT. For more than 25 years, Qualcomm ideas and inventions have driven the evolution of digital communications, linking people everywhere more closely to information, entertainment and each other. For more information, visit Qualcomm's [website](#), [OnQ blog](#), [Twitter](#) and [Facebook](#) pages.

Qualcomm is a trademark of Qualcomm Incorporated, registered in the United States and other countries. 2net and Qualcomm Life are trademarks of Qualcomm Incorporated. All Qualcomm Incorporated trademarks are used with permission. All other trademarks are the property of their respective owners.

*All statements contained in this press release, other than statements of historical fact, are forward-looking statements, including those regarding: WebMD's expectations concerning market opportunities and WebMD's ability to capitalize on them; and the benefits expected from new products or services. These statements speak only as of the date of this press release and are based on WebMD's current plans and expectations, and they involve risks and uncertainties that could cause actual future events or results to be different than those described in or implied by such forward-looking statements. These risks and uncertainties include those relating to: market acceptance of WebMD's products and services; relationships with customers and strategic partners; and changes in economic, political or regulatory conditions or other trends affecting the healthcare, Internet and information technology industries. Further information about these matters can be found in WebMD's Securities and Exchange Commission filings.*

<sup>1</sup> December 2012 comScore Mobile Metrix 2.0 Key Measures Report

<sup>2</sup> WebMD 2012 Healthy Nation Study

SOURCE WebMD Health Corp.

News Provided by Acquire Media