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WebMD Acquires Avado, Inc.

Innovative Technologies to Accelerate Patient-Physician Connectivity Effort

NEW YORK, Oct. 29, 2013 /PRNewswire/ -- WebMD Health Corp. (NASDAQ: WBMD), the leading source of health information, today announced that it has acquired Avado, Inc., a developer of cloud-based patient relationship management (PRM) tools and technologies that enable better communication between consumers and health care professionals.

"Our acquisition of Avado demonstrates WebMD's commitment to playing a leading role in the emerging patient relationship management space because we believe that connectivity has the potential to make the delivery of care more efficient and improve patient outcomes," said David Schlanger, WebMD's Chief Executive Officer.

Today, WebMD's connectivity platform is enabling physicians that use its Medscape mobile app to securely send health education and instructions on thousands of conditions, procedures and drugs to their patients who use WebMD's mobile app.

"Avado's innovative technology and tools will complement, and further accelerate WebMD's efforts to connect patients with their healthcare providers, which is an important first step toward making connected care a reality," said Bill Pence, WebMD's Chief Operating Officer and Chief Technology Officer.

Avado is a StartUp Health Company founded in 2010 by serial entrepreneurs Dave Chase, Bassam Saliba and John Yii. Avado's investors include The Partnership Fund for New York City and several health tech entrepreneurs and investors. The Avado technology has been tested in physician offices and medical centers and this technology will become an important building block of WebMD's patient-provider connectivity offering.

Avado's founders Dave Chase and Bassam Saliba will continue with the company and report to Pence. Chase, Saliba and Avado's engineering talent will remain based in Seattle, WA, and work closely with WebMD's New York-based connectivity product team.

"WebMD reaches the largest audience of health-focused consumers and healthcare providers in the U.S. and it's exciting to think that Avado's technology will be built-out and scaled for the benefit of such a significant audience," said Chase. "What's more, since trust is paramount when it comes to the sharing of health information, it made logical sense for us to be joining the company with the most trusted brand in the U.S."

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.

All statements contained in this press release, other than statements of historical fact, are forward-looking statements, including those regarding: our expectations concerning market opportunities and our 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 our 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 our 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 our Securities and Exchange Commission filings.

SOURCE WebMD Health Corp.

