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WebMD Awarded Blue Cross and Blue Shield Federal Employee Program (FEP) Contract for Wellness Services

NEW YORK, May 8, 2013 /PRNewswire/ -- WebMD Health Corp. (Nasdaq: WBMD) today announced its WebMD Health Services subsidiary has been awarded a contract to provide wellness services for the Blue Cross and Blue Shield Association Federal Employee Program (FEP). The program will begin on January 1, 2014, and support over 5 million FEP members. WebMD Health Services is the leading provider of online healthcare information, lifestyle and condition management, and decision-support applications and communications for large employers and health plans.

WebMD Health Services has been providing health and wellness portals for leading U.S. corporations and health plans for more than a decade. WebMD Health Services provides a secure technology platform with online tools that have demonstrated consumer engagement and satisfaction. The WebMD technology includes a health risk assessment, interactive tools, and the leading consumer-centric personal health record.

"We are excited to have the opportunity to work with the Blue Cross and Blue Shield Association Federal Employee Program (FEP) to provide our services to its member population," said Mark Emkjer, Chief Executive Officer, WebMD Health Services. "WebMD Health Services will provide highly-personalized, consumer-centered health solutions that assist individuals in making smarter health decisions, positively change their health behaviors, and help them live healthier lives."

WebMD Health Services' health management tools will help FEP members live healthier lives by providing customized wellness content and features. WebMD Health Services will include its industry-leading Health Risk Assessment (HRA) as the core component to the Health and Wellness Management Program, as well as the WebMD online Behavior Change Platform, providing FEP members access to personalized health information, resources, education tools and trackers, and WebMD's Personal Health Record (PHR). Online member education materials will be available to guide FEP members in making the best health choices for themselves and their families. Additionally, WebMD will incorporate its extensive health content and interactive health coaching to encourage members to adopt healthy habits that can manage their health risks.

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 the opportunities arising from the relationship described in this press release and other market opportunities. 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 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.

SOURCE WebMD Health Corp.

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