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## WebMD Introduces a New Flagship App

### The #1 Mobile Health Destination Unveils the New WebMD App Providing a Personalized Experience and Engaging Lifestyle Content

NEW YORK, Sept. 9, 2013 /PRNewswire/ -- [WebMD Health Corp.](#) (Nasdaq: WBMD), the leading source of health information, released a new version of its market-leading flagship app for the iPhone®, including personalized, engaging multimedia lifestyle content. The new [WebMD app](#) for iPhone offers on-demand, healthy-living information, in addition to physician-reviewed health content and interactive tools. The innovative design marries content and utility informed by more than five years of user insights and feedback. It is the latest milestone in WebMD's commitment to create and deliver the most engaging health content based on the unique health needs and interests of each user. As one of the most used and highest-rated health and fitness apps in the Apple App Store, the WebMD app has over 17 million downloads.<sup>1</sup>

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/60047-webmd-new-app-for-iphone>

(Photo: <http://photos.prnewswire.com/prnh/20130909/MM69859>)

"WebMD has built on its trusted brand and content and is now the go-to source for personalized health experiences across a multi-screen platform," said Bill Pence, WebMD Chief Technology Officer and Chief Operating Officer. "The new design of the WebMD app builds on the success we have had with personalizing experiences with our audience-based apps, such as WebMD Pregnancy and WebMD Baby, to provide consumers with an experience that is tailored uniquely to them."

The app also builds on WebMD's investment in healthy living that already includes expanded content on [WebMD.com](#), in [WebMD Magazine](#) and in the *WebMD Magazine* app for iPad. WebMD app for iPhone now provides a wealth of healthy-living content, delivered in "snackable" quantities, and a broad range of wellness information, from recipes and dieting tips to advice on sex and relationships. WebMD meets the information-seeking habits of today's consumers and their demand for information tailored to specific interests at the right time on the right screen -- through our websites, mobile-optimized sites, and apps.

The features of the updated WebMD app for iPhone include:

- **Customizable Content Based on Healthy-Living Interests and Goals:** The update represents a completely new user interface, including a visually stimulating home screen and enhanced user experience. Individuals can select topics to populate tips, fun facts, articles, videos and quizzes relevant to their healthy-living goals. The robust, mobile-optimized content covers health and beauty, diet, parenting and children's health, and sex and relationships.
- **Local Search for Health Providers:** The search feature allows consumers to find the closest physicians, hospitals and pharmacies available by city, state or ZIP code. Users can also filter their search, like pharmacies open 24 hours/day, and can save frequented professionals/centers for ease-of-use.
- **Enhanced Health Information:** WebMD app users can choose from and save information on over 26,000 conditions, drugs and first aid topics and rely on the app to help them make important and timely health and wellness decisions. In addition to an increased breadth of disease and treatment information, the medical term glossary provides a companion to help explain tests, procedures and conditions for consumers before, during and after doctor visits.
- **Patient Instructions:** Patient Instructions is WebMD's first step in building the foundation to connect patients and their healthcare providers. The new WebMD app will connect with the Patient Instructions feature in WebMD's Medscape app for healthcare professionals. Medscape Patient Instructions allows physicians to securely send education and instructions on thousands of conditions, procedures and drugs to their patients. Patients can securely and conveniently read the instructions and information on the WebMD app for iPhone, as well as WebMD's mobile web and desktop sites.

WebMD continues to lead in mHealth with the development of a biometric device marketplace to enable the purchase of third-party devices. The marketplace will be accessible from the flagship app. The devices and apps available from the marketplace will further WebMD's commitment to enable users to get access to their data anywhere at any time.

[WebMD app](#) for iPhone is available for free from Apple's App Store. Detailed information about the app is available at [www.webmd.com/mobile](http://www.webmd.com/mobile).

## About WebMD

WebMD Health Corp. (NASDAQ: WBMD) is the leading provider of health information services, serving consumers, physicians, health care 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.*

<sup>1</sup> appFigures data through August, 2013

SOURCE WebMD Health Corp.

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