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## **WebMD-Powered Wellness Services Launch for More Than 5 Million Blue Cross and Blue Shield Service Benefit Plan Members**

NEW YORK, Feb 19, 2014 /PRNewswire/ -- WebMD Health Corp. (Nasdaq: WBMD), the leading source of health information, and the Blue Cross Blue Shield Association's Federal Employee Program (FEP) today announced the successful roll-out of a broad range of health management and healthcare transparency solutions to five million Blue Cross and Blue Shield Service Benefit Plan members. As of January 1, Service Benefit Plan members have access to a range of wellness services and solutions that will help them make more informed health and benefit decisions, positively change health behaviors, and lead healthier lives.

"With the launch of this program, Service Benefit Plan members can immediately realize the benefits of personalized and engaging solutions that enable them to take charge of their health and wellness," said Judy Smythe, President and Chief Operating Officer, WebMD Health Services. "We are pleased to welcome the Blue Cross Blue Shield Association's Federal Employee Program to the WebMD Health Services community, and look forward to a successful and healthy partnership."

"Empowering our members to make better healthcare decisions is more important than ever in today's healthcare environment," said William Breskin, Vice President of Government Programs at Blue Cross Blue Shield Association. "At the same time, people need to feel confident that the privacy and security of their healthcare information is being protected. We believe our new solution accomplishes both, ensuring confidentiality while providing the tools and resources our members need to improve their health and make the right benefit choices for themselves and their families."

The WebMD Health Services solution for FEP includes its industry-leading Health Risk Assessment (HRA) as the core component to the Health and Wellness Management Program. To help increase participation, the HRA is significantly shorter than FEP's previous solution, taking approximately 10 minutes to complete.

The solution also includes a customized FEP portal, powered by WebMD Health Services, providing Service Benefit Plan members access to personalized health information and benefits statements, resources, education tools and trackers, and WebMD's Personal Health Record (PHR). WebMD has incorporated member education materials, as well as its extensive health content and online health coaching to encourage members to adopt healthy habits that can assist in the management of their health risks. Additionally, the WebMD solution offers Service Benefit Plan members a nurse line capability, with 24X7 access to nurses by phone, secure message, or chat.

WebMD Health Services has been providing secure and engaging health and wellness portals for leading U.S. corporations, health plans, and government customers that are committed to a better approach to wellness for more than a decade. The company's suite of services includes a health risk assessment, interactive wellness and healthcare transparency tools, and the leading consumer-centric personal health record.

### **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 the Blue Cross Blue Shield Association**

The Blue Cross Blue Shield Association's Federal Employee Program administers the largest privately underwritten health insurance contract in the world, delivering the Blue Cross and Blue Shield Service Benefit Plan to more than 5.3 million federal employees, retirees and their families. Please visit [www.fepblue.org](http://www.fepblue.org) for more information.

The Blue Cross Blue Shield Association is a national federation of 37 independent, community-based and locally operated Blue Cross and Blue Shield companies that collectively provide healthcare coverage for 100 million members - one-in-three Americans. For more information on the Blue Cross Blue Shield Association and its member companies, please visit [www.BCBS.com](http://www.BCBS.com). We encourage you to connect with us on [Facebook](#), check out our videos on [YouTube](#), follow us on [Twitter](#) and check out [The BCBS Blog](#), for up-to-date information about BCBSA.

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