



June 16, 2014

WebMD Launches Health Improvement Program for iPhone® to Make Biometric Data Understandable and Actionable

WebMD Healthy Target empowers individuals to create and sustain healthy habits

NEW YORK, June 16, 2014 /PRNewswire/ -- Today, WebMD Health Corp. (NASDAQ: WBMD) launched WebMD Healthy Target, an integrated health improvement program that uses biometric device data from activity trackers, wireless scales and glucose meters to deliver tailored, physician-reviewed, contextually relevant content and motivational tips to individuals looking to develop sustainable health-conscious habits. WebMD Healthy Target will provide valuable assistance to individuals looking to manage chronic conditions like Type 2 diabetes and obesity, as well as to a broader audience interested in achieving their fitness goals or more generally living a healthier lifestyle.

To view the multimedia asset associated with this release, please visit: <http://www.multivu.com/players/English/70402510-webmd-launches-health-improvement-program-for-iphone>

Available within WebMD's flagship mobile app for iPhone, Healthy Target can translate step, sleep, weight and blood glucose data from multiple well-known device manufacturers, including Entra, Fitbit, UP by Jawbone and Withings, into actionable insights. In addition, iPhone 5s users have the option to track their steps with their smartphone. Users can manually input their biometric data into Healthy Target or connect their devices.

"WebMD's Healthy Target empowers consumers to make behavioral changes that can improve their physical and mental health," said Dr. Michael Smith, Chief Medical Editor at WebMD. "To achieve successful, sustainable behavioral change, consumers must learn how to track and manage the factors that contribute to healthy living."

Healthy Target empowers users to live a healthier life and achieve their health and fitness goals by informing and educating users with the latest physician-reviewed content mapped against attainable user goals and suggested positive habits.

"Consumers will appreciate the ease of incorporating their biometric data into our Healthy Target program and the health insights and recommendations offered to help them sustain a healthier life," said David Ziegler, Director of Product Management for WebMD. "With more than 40%[1] of consumers using mobile devices to access health information, the time is right for a mobile app that can help translate data into life-improving insights."

WebMD Healthy Target features and functionalities include:

- **Goal Setting.** Healthy Target enables users to choose from six goals: 1) lose weight 2) eat healthier 3) be more active 4) control blood sugar 5) sleep better 6) feel better. Once goals are selected, Healthy Target recommends proven habits that can help users reach their goals. Goals can be added or changed at any time.
- **Habit Intensity & Tracking.** Each habit has three levels: easy, medium, and hard. Users start a new habit at the easy level -- each habit lasting for one week - track their progress, and use reminders to help ensure they do their habits on a regular basis. They can change or restart their habits at any time. As they move further along the program, their healthy habits and wellness continue to grow.
- **Data Understanding.** Providing a complete summary of a user's biometric data, Healthy Target incorporates easy-to-understand visuals so users can clearly see changes in their sleep, step counts, weight, and blood sugar over time.
- **Progress Report & Inspiration.** In addition to daily snapshots that monitor progress, users are provided weekly recaps analyzing their success towards achieving their goals as determined by the data they provide. In addition to the assessment, users will receive personalized tips to encourage them to become more successful moving forward.

Consumers ready to take control of their health can learn more about Healthy Target by visiting <http://www.webmd.com/webmdapp> and downloading it from the App Store, <http://wb.md/1uZudxA>.

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.

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.

WebMD®, Medscape®, CME Circle®, Medpulse®, eMedicine®, MedicineNet®, theheart.org® and RxList® are among the trademarks of WebMD Health Corp. or its subsidiaries.

[1] Source: Pew Research Mobile Health 2012 Report





To view the multimedia asset associated with this release, please visit: <http://www.multivu.com/players/English/70402510-webmd-launches-health-improvement-program-for-iphone>

SOURCE WebMD Health Corp.

News Provided by Acquire Media