



September 17, 2014

WebMD Announces Major Updates To Healthy Target Behavior Change Program

New features include seamless connectivity with Apple HealthKit and iHealth blood pressure devices, video tutorials, and other content enhancements

NEW YORK, Sept. 17, 2014 /PRNewswire/ -- Today, WebMD Health Corp. (NASDAQ: WBMD) announced new features and functionality for its Healthy Target behavior change program that connects seamlessly with Apple's HealthKit and provides users with powerful new ways to capture, visualize and understand health information from a broad range of biometric devices.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/players/English/70402511-web-md-updates-healthy-target-behavior-change-program-apple-healthkit/>

WebMD's Healthy Target, included within WebMD's flagship mobile app for iPhone, now features a redesigned Weekly Review to make it easier for users to visualize their progress against pre-defined goals, the ability to monitor blood pressure, and video tutorials to help users get the most out of the program.

"WebMD is focused on making the steps, weight, sleep, blood glucose, and blood pressure data being collected by popular devices, including iHealth as well as apps like Apple Health, easier to understand and more actionable so that it motivates individuals to achieve a healthier lifestyle," said David Ziegler, Director of Product Management for WebMD.

Users can manually input their biometric data into Healthy Target or connect their devices, which automatically sync with the 2net™ Platform from Qualcomm Life, Inc., a wholly-owned subsidiary of Qualcomm Incorporated.

Since launching in June 2014, users who have linked their devices or manually entered their biometric data into Healthy Target have experienced an average weight loss of nearly 2.5 pounds, increased sleep time by almost 45 minutes per night, and have taken approximately 7,200+ steps per day - the equivalent of more than one billion total steps toward better health.

Healthy Target addresses both those with chronic medical conditions as well as those looking to incorporate healthy habits into their daily lives. WebMD's Healthy Target enables users to make sense of the data and understand how to achieve their health and wellness goals by providing contextually relevant content and actionable insights.

"WebMD sees a real opportunity for connected biometric devices to help improve overall health and patient outcomes by helping consumers make sense of the data they already have, and empowering them to share that data with their healthcare professional," said Ziegler.

Consumers ready to take control of their health can learn more about Healthy Target by visiting 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.

The WebMD Health Network includes WebMD Health, Medscape, MedicineNet, emedicineHealth, RxList, theheart.org, Medscape Education and other owned WebMD sites.

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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 or updated 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.





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Healthy Target ▼



iHealth Wireless Blood Pressure Wrist Monitor

Blood Pressure

Today

Systolic Diastolic

Pulse

120/81 mm Hg **85** beats/min

Synced 10 seconds ago



[View My Blood Pressure](#)



[Sync Now](#)



[Edit My Blood Pressure Settings](#)



Fitbit Flex

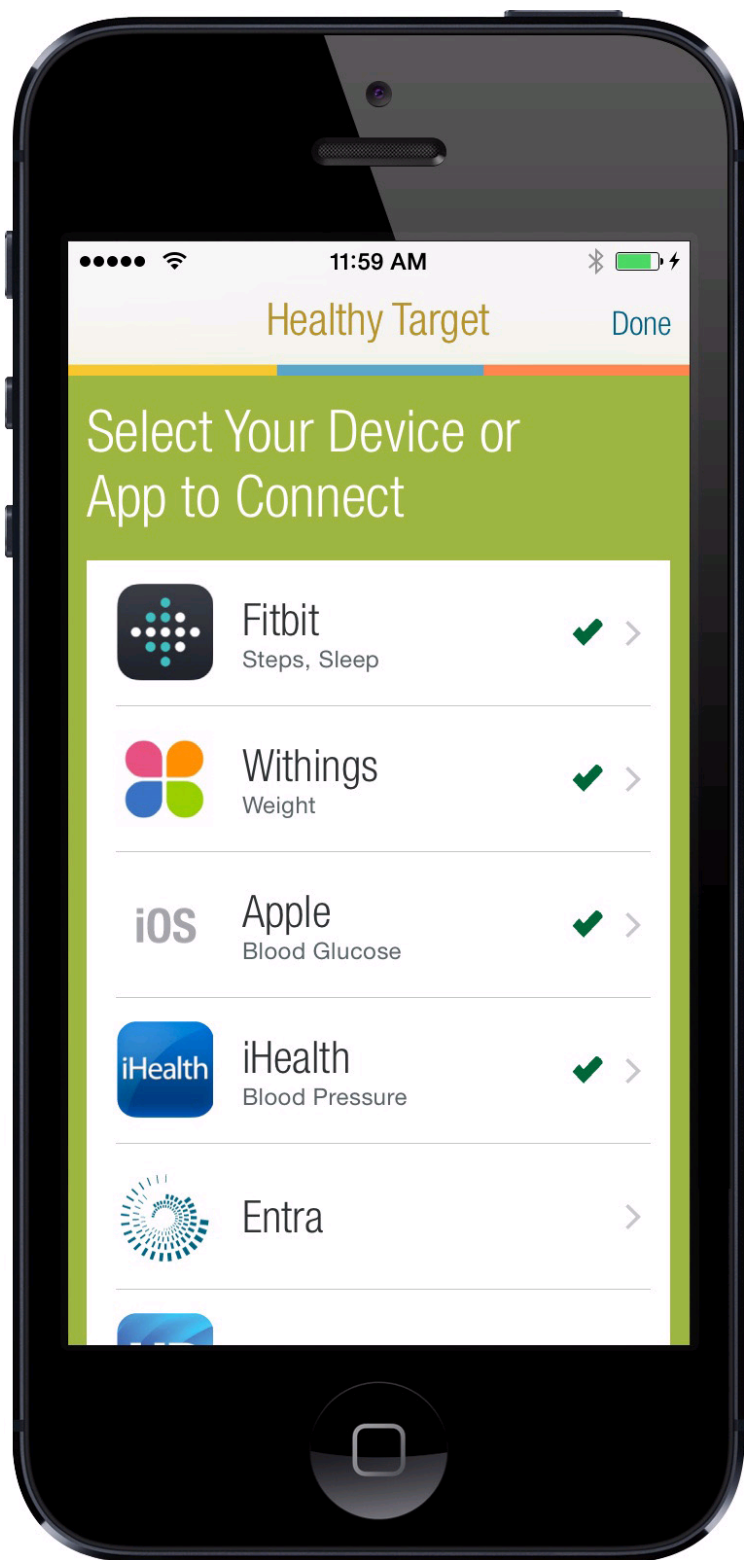
Sleep

ADVERTISEMENT

Fat-Fighting Foods

Eat and still lose weight.





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Healthy Target

Done

Select Your Device or
App to Connect



Fitbit
Steps, Sleep



Withings
Weight



iOS

Apple
Blood Glucose

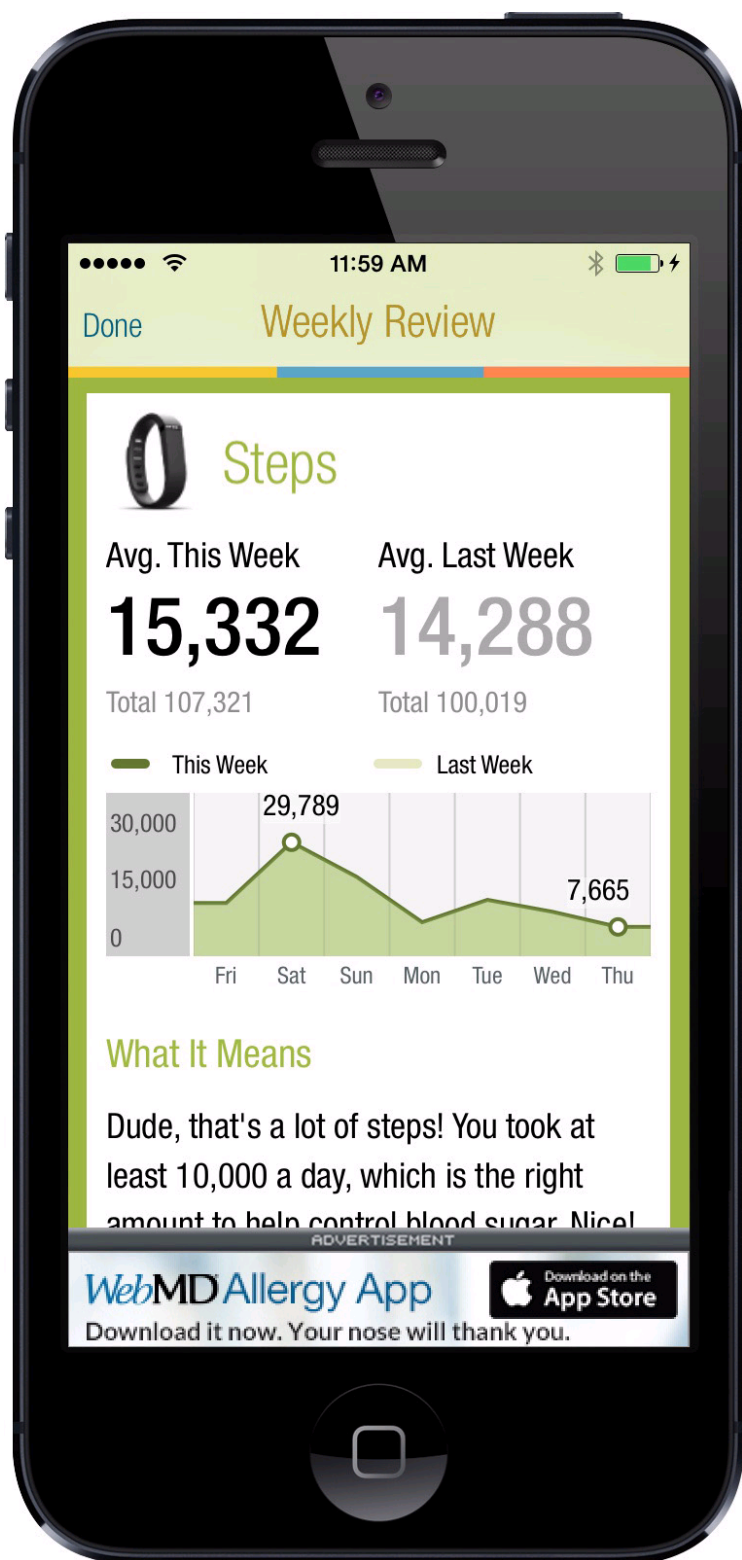


iHealth
Blood Pressure



Entra





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