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WebMD Brings Medication Reminders To Apple Watch™

WebMD App Will Present Medication Imagery, Dosing, Schedule and Other Instructions via Notifications and Glances Right on the Wrist

NEW YORK and CHICAGO, April 13, 2015 /PRNewswire/ -- WebMD Health Corp. (NASDAQ: WBMD), the leading source of health information, today announced plans to launch an enhanced version of its flagship mobile app with an experience built specifically for Apple Watch that includes an innovative new *Medication Reminder* feature designed to encourage medication compliance and help improve patient outcomes. WebMD's Apple Watch app will enable consumers to view daily medication schedules and instructions, as well as pill images with dosage and timing information, plus receive reminders when it's time to take a given medication - right on their Apple Watch.



"One of the most significant barriers to achieving positive patient outcomes is the issue of medication non-compliance, which remains a largely unsolved problem today," said WebMD President Dr. Steven Zatz. "We believe that the combination of WebMD's Medication Reminder on Apple Watch represents a powerful new approach to address the issue of non-compliance in a way never before possible."

How It Works: WebMD Medication Reminders

When users open the WebMD Apple Watch app, they'll see their daily medication schedule and information about whether or not they've taken a required dose. They will also be able to read medication instructions, such as whether to take a pill with food, and access additional in-depth information on their iPhone via Handoff.

Each "Medication Reminder" notification includes customizable pill images, as well as dosage and timing information. When users are prompted to take a given medication, they are asked to log one of four possible actions:

- Take the Medication
- Skip the Medication
- Snooze
- Dismiss the Reminder

When a user chooses "Snooze," they will be reminded to take the medication again after 15 minutes. If a user chooses to "Dismiss" a given reminder, they will receive an alert at the time of the next scheduled dose.

WebMD's "Glance" delivers an entirely new way for users to receive information about their medication regimen. The Glance lets users know what time to take their next scheduled dose (e.g. 12:00 PM), or if that user is scheduled to take a dose within two hours or less, they will receive a message (e.g. "Next dose in 59 minutes") instead of the time. If the time for the last scheduled dose of the day has passed, the Glance is updated to show whether the final dose was "Taken", "Missed" or "Skipped". These innovations extend the functionality of WebMD's app for iPhone while delivering an innovative way to interact—right from your wrist.

"The Apple Watch is an immensely personal device that provides WebMD with an unprecedented opportunity to influence patient compliance," said Benjamin Greenberg, Vice President of Product Management & User Experience at WebMD. "Additionally, the Watch's Long-Look notifications enable WebMD to display medication and dosage information more directly and discreetly than on any other platform, keeping the user's experience simple while helping to protect the privacy of their sensitive health information."

WebMD's enhanced app with Medication Reminders will be available for download in the Apple Watch App Store beginning April 24. Consumers can get the WebMD App for iPhone now as a free download from the App Store.

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.

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