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Medscape Goes Mobile with New CME & Education App

Medscape CME & Education App will make healthcare provider education flexible, allowing physicians, nurses and pharmacists the opportunity to gain valuable insights and credit anywhere, anytime.

NEW YORK, July 7, 2015 /PRNewswire/ -- Medscape, the leading source of clinical news, health information, point-of-care tools and medical education worldwide, today launched Medscape CME & Education, a new mobile app that will enable healthcare professionals (HCPs) to explore content from more than 30 specialties, earn and track CME/CE credit and obtain certificates for completed activities. Medscape's CME & Education mobile app is available for download in the iTunes Store for Apple iPhone® and iPad® users [here: \(http://taps.io/2ECg\)](http://taps.io/2ECg).

Key Medscape CME & Education App Features

Medscape is the leading online destination for CME, and the new CME & Education app offers physicians, nurses and pharmacists a diverse platform of CME/CE opportunities, including:

- **Personalization** – Users are able to customize their app default tiles based on topic, credit amount, and activity format.
- **Content viewer** – The app has a flexible content viewer that supports a variety of content formats like text, video, slides, and inline poll questions/results.
- **CME/CE post-test** – Users can complete the activity for credit all in the app.
- **Advanced search** – Users can use the advanced search feature to find activities of interest.
- **CME tracker** – Users can track their in-progress and completed CME/CE activities completed anywhere on Medscape. (The tracker is synchronized across mobile and desktop.)

The Rise of Mobile in CME

Medscape's sites for healthcare professionals, part of the WebMD Health Network, are the largest online information source worldwide for physicians and other health professionals. In the US, Medscape has 625,000 active physicians, 440,000 of whom access Medscape through mobile devices, with 80% of mobile usage occurring during patient-care hours. What's more, fifty percent of the page views being consumed by healthcare professionals on Medscape are through tablets and smartphones – a number that continues to grow.

"Healthcare professionals are interacting with their mobile devices more and more, and when they do, they increasingly turn to Medscape," said Steve Zatz, president, WebMD. "Our new Medscape CME & Education app delivers a comprehensive set of personalized, high-quality, impactful CME/CE programs for healthcare professionals that will keep them current on the best approaches to care and ultimately help improve patient outcomes."

Medscape Education's mobile application and online education tools are developed in keeping with the rules set forth by the Accreditation Council for Continuing Medical Education, American Nurses Credentialing Center and the Accreditation Council for Pharmacy Education.

About Medscape and WebMD

Medscape, a subsidiary of WebMD Health Corp., is the leading source of clinical news, health information and point-of-care tools for healthcare professionals. Medscape offers specialists, primary care physicians and other health professionals the most robust and integrated medical information and educational tools. Medscape Education (medscape.org) is the leading destination for continuous professional development, consisting of more than 30 specialty-focused destinations offering thousands of free C.M.E. and C.E. courses and other educational programs for physicians, nurses and other healthcare professionals.

WebMD Health Corp. 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, 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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