



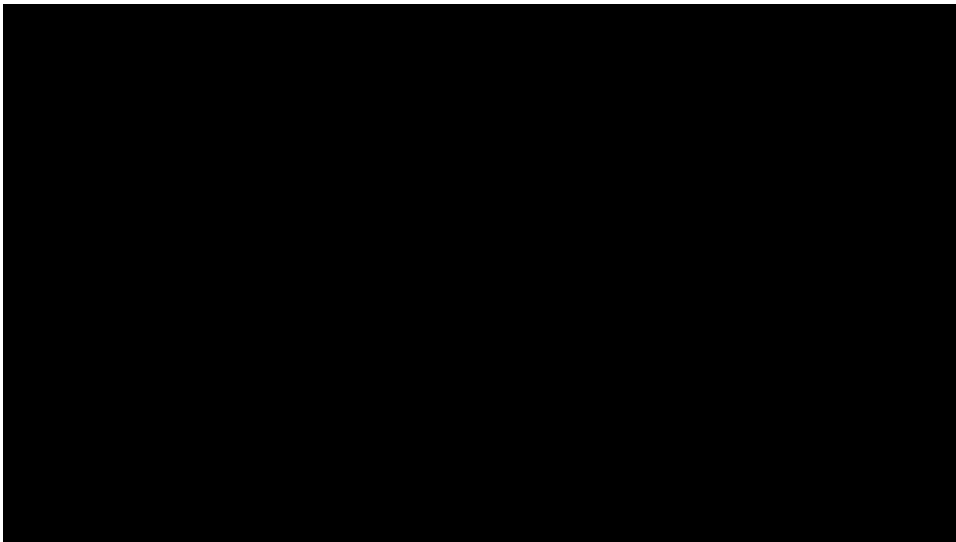
August 2, 2016

"Path to a Breakthrough with Robin Roberts" Premieres on WebMD

Five-Part Video Series Explores How Biologics, Immunotherapy and Precision Medicine Are Changing Healthcare and Improving Lives

NEW YORK, Aug. 2, 2016 /PRNewswire/ -- Today, WebMD released *Path to a Breakthrough*, a five-part original video series developed in partnership with Robin Roberts and her independent production company, Rock'n Robin Productions. Through compelling patient stories and insights from medical experts, *Path to a Breakthrough* sheds light on how medical innovations, including Precision Medicine, Immunotherapy, and Biologics, are providing doctors with powerful new tools to treat disease, alleviate symptoms, and in some cases, reverse the course of debilitating illness.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7579754-webmd-path-to-a-breakthrough/>



To view the exclusive video series and related programming, visit: <http://www.webmd.com/breakthroughs>

In this extraordinary new series, WebMD and Roberts share the stories of Cara, a 4-year-old girl who lost, then regained her ability to walk from the clues hidden in her genetic makeup; Trevor, a man diagnosed with stage IV Lymphoma in the prime of his life, and the doctor who helped him harness his own immune system for a nontoxic cancer treatment; Kevin, whose pain from dirt bike racing injuries was nothing compared to the excruciating pain of Rheumatoid Arthritis; Falisha, whose life-changing diagnosis of Multiple Sclerosis was alleviated by biologics; and Rebecca, whose debilitating Psoriasis led to blindness.

"There's an incredible amount of innovation happening in medicine today, and I'm extremely proud of the work my team at Rock'n Robin Productions (RRP) has done with WebMD to bring some of these promising developments to life," said Robin Roberts. "While these medical breakthroughs are nothing short of incredible, it's extraordinary to meet the patients courageously navigating these various health challenges and the medical professionals who are so dedicated to helping them."

Episode Synopsis: Path to a Breakthrough

Precision Medicine: Custom Treatment from Your Genes

[\[http://www.webmd.com/cancer/breakthrough-research-16/video-precision-medicine-robin-roberts\]](http://www.webmd.com/cancer/breakthrough-research-16/video-precision-medicine-robin-roberts)

With precision medicine, doctors focus on treating the individual, not just the illness. When you can't find an answer, maybe the secret is locked in your genetic makeup.

Immunotherapy: Harnessing Your Body's Own Defenses [<http://www.webmd.com/cancer/breakthrough-research-16/video-immunotherapy-robin-roberts>]

For some cancer patients, a cure without harsh treatments is possible. Can your cells be reprogrammed to attack harmful ones?

Biologics: Living Cells Target Your Disease

[<http://www.webmd.com/cancer/breakthrough-research-16/video-biologics-overview-robin-roberts>]

Take an in-depth look at biologic drugs and how human cells are made to fight a specific disease like multiple sclerosis. And what about the cost?

Biologics for RA: Precision Therapy to Tame RA's Fire

[<http://www.webmd.com/cancer/breakthrough-research-16/video-biologics-rheumatoid-arthritis-robin-roberts>]

Biologic drugs, a targeted therapy, can help relieve the pain, stiffness, and joint swelling of rheumatoid arthritis with fewer side effects.

Biologics and Psoriasis: One Life Changed

[<http://www.webmd.com/cancer/breakthrough-research-16/video-biologics-psoriasis-robin-roberts>]

In cases of severe psoriasis, biologics can help clear large, painful, inflamed areas of the skin. See how these drugs renewed one woman's hope.

"WebMD continues to provide thoughtful, informative, and relatable content to our viewers, and we are excited to partner with Robin Roberts for this new series," said Kristy Hammam, WebMD Editor-in-Chief. "*Path to a Breakthrough* shows that while one may be diagnosed with a life-threatening illness, new groundbreaking science is giving hope to those in search of a cure."

WebMD and Robin Roberts first partnered to develop original digital video programming with a focus on health and wellness-related topics in early 2015. The initial collaboration between WebMD and RRP, [Future of Health with Robin Roberts](#), which featured promising medical advances and powerful human interest stories, recently won a New York Press Club Award for Feature Reporting in the Science Medicine Technology category.

To learn more about the innovations and individuals featured in *Path to a Breakthrough*, visit: <http://www.webmd.com/breakthroughs>.

About WebMD

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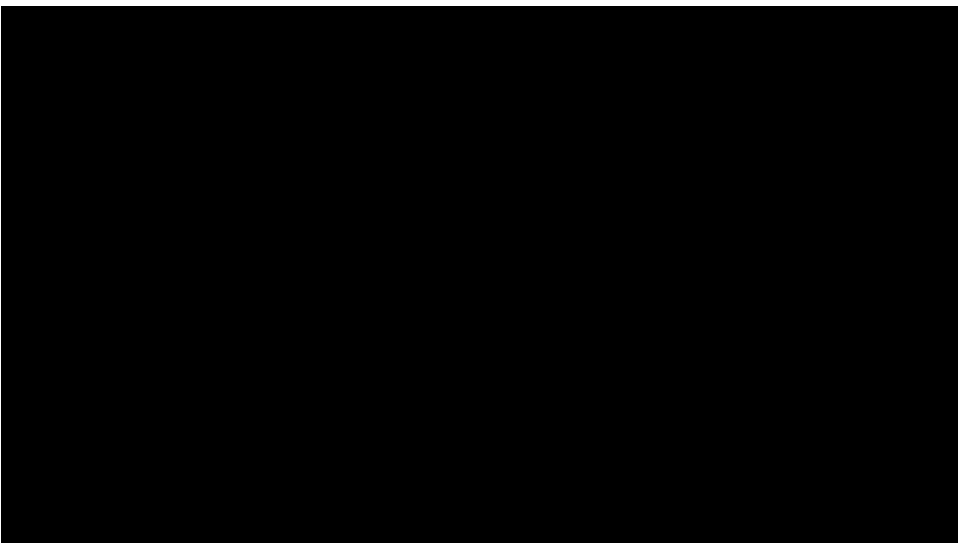
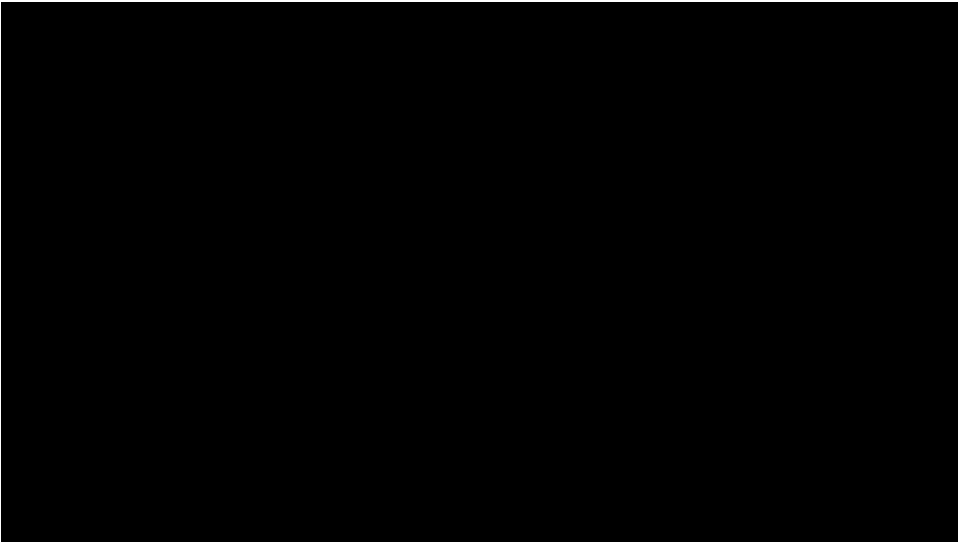
About Rock'n Robin Productions

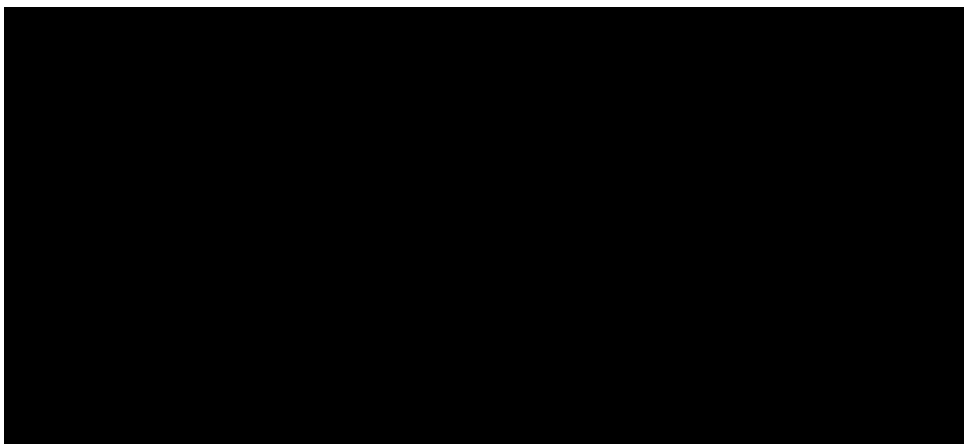
[Rock'n Robin Productions](#) is a full-service broadcast and digital production company that creates new and exciting programming for network, cable, and online audiences. From documentaries and news-driven specials to entertainment and sports programming, short-form digital series and live special events, Rock'n Robin Productions produces virtually every type of show. Robin Roberts serves as the company's president and is the driving force behind much of its programming. John R. Green is Rock'n Robin's Executive Vice President and Executive Producer of "*Path to a Breakthrough*." Evelyn Seijido is Senior Producer.

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