

WebMD and Twitter Announce First Health Content Partnership
Collaboration leverages power of both platforms to inform, educate on health issues

New York, NY, Sept. 17, 2020: WebMD and Twitter today announced a partnership that marks the first content collaboration between Twitter and a health care platform.

The new partnership will bring more WebMD content right to the Twitter feed with video content and Twitter Moments that educate consumers on health topics and highlight patient stories on what it's like to live with and manage chronic conditions and other health issues.

“We are excited to partner with a leading social channel on content that makes a difference in consumers’ lives,” said Paul Bar, Group Vice President, Product Marketing and Product, WebMD. “Twitter delivers timeliness like no other social platform. With Twitter, WebMD can amplify our meaningful, medically-reviewed health content even further to inform and inspire.”

The partnership will feature launches timed with seasonality and health awareness events to engaged audiences on Twitter. Upcoming programs include Migraine Awareness Week in September, Breast Cancer Awareness Month and Eczema Awareness Week in October, and Lung Cancer Awareness Month in November. These programs will activate compelling WebMD video programming, featuring social-friendly explainers, myth-busters, medical animations and patient stories.

“We are thrilled to be working with the industry leader in endemic health content,” said Lisa Bookwalter, Twitter’s Director of Health Client Solutions. “Conversations about health are exploding on Twitter. We’re bringing together the dynamic environment of a social feed with best in class condition specific content. This partnership brings forward a first to market opportunity for marketers to be a part of the health conversation through brand safe video content.”

The video programming delivered through the partnership will become part of Twitter Amplify, Twitter’s library of premium live and on-demand video content beside which advertisers can tap into pre-roll or exclusive sponsorship opportunities.

“This is an exciting program thanks to the contextual relevance it offers health advertisers,” said Patty Ryan, VP of Paid Social Media at Publicis Health Media. “Typically, within the paid social space we are challenged by a lack of control over content adjacency, but this partnership changes the game in terms of being able to sponsor health content that we know is highly relevant to a brand’s target audience.”

About WebMD

WebMD Health Corp., an Internet Brands Company, is the leading provider of health information services, serving patients, physicians, health care professionals, employers, and health plans through public and private online portals, mobile platforms, and health-focused publications. The WebMD Health Network includes WebMD Health, Medscape, Jobson Healthcare Information, prIME Oncology, MediQuality, Frontline, Vitals Consumer Services, Aptus Health, MedicineNet, eMedicineHealth, RxList, OnHealth, Medscape Education, and other owned WebMD sites. WebMD®, Medscape®, CME Circle®, Medpulse®, eMedicine®, MedicineNet®, theheart.org®, and RxList® are among the trademarks of WebMD Health Corp. or its subsidiaries.

About Twitter

Twitter, Inc. (NYSE: TWTR) is what's happening in the world and what people are talking about right now. On Twitter, live comes to life as conversations unfold, showing you all sides of the story. From breaking news and entertainment to sports, politics and everyday interests, when things happen in the world, they happen first on Twitter. Twitter is available in more than 40 languages around the world. The service can be accessed at twitter.com, on a variety of mobile devices and via SMS. For more information, visit about.twitter.com or follow @twitter. For information on how to download the Twitter and Periscope apps, visit twitter.com/download and periscope.tv.

Media Contacts: Patricia Garrison, WebMD; pgarrison@webmd.net; 347-407-2568
Nikki Kria, Twitter; nkria@twitter.com; 646-643-2948