

## **WebMD Acquires the StayWell Company**

NEW YORK (March 11, 2020)—WebMD Health Corp., an Internet Brands company and the leader in health information services for consumers, physicians, and other healthcare professionals, today announced that it has acquired The StayWell Company, a subsidiary of Merck, known as MSD outside the United States and Canada.

The StayWell brands—including the core StayWell employee well-being platform and the Krames clinical patient education platform—deliver employee and patient engagement and empowerment solutions for more than 4 million employees, more than 1,500 health systems and hospitals, and eight of the 10 largest health payers in the U.S. The transaction enables WebMD and StayWell to leverage their combined scale to drive well-being and engagement solutions to even more employees and patients.

“StayWell and WebMD have more than 60 years of combined experience driving positive evidence-based health behavior change for patients and employees,” said Bob Brisco, WebMD CEO. “This transaction will enable our organizations to deliver even more powerful customer solutions that can improve health, lower health risks, and reduce healthcare costs.”

“StayWell and WebMD both focus on developing health education and employee well-being programs that engage and empower individuals wherever they may be in their personal health journey. We are confident that the combination will bring even greater value to the businesses, governments, healthcare providers, payers, and associations that we serve,” said Nicole Latimer, StayWell CEO.

Based in Yardley, Pa., The StayWell Company will operate as an independent subsidiary of WebMD, as the companies build on and integrate products, platforms, and services. Terms were not disclosed.

### **About StayWell**

StayWell is a health empowerment company that enables populations to improve health outcomes through the science of behavior change. For more than 40 years, the company has been a pioneer in employer well-being and patient education solutions that lower risks and reduce costs. StayWell has earned numerous top industry honors for its population health programs, including the C. Everett Koop National Health Award and the Web Health Award. The company has also received Utilization Review Accreditation Committee (URAC) and National Committee for Quality Assurance (NCQA) accreditation for several of its programs. StayWell is majority-owned by Healthcare Services & Solutions, LLC, a wholly owned subsidiary of Merck & Co., Inc. The company is headquartered in Yardley, Pa., with additional locations including St. Paul, Minn. and Portland, Ore. To learn more, visit [www.staywell.com](http://www.staywell.com).

### **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.

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#### **About Internet Brands**

Headquartered in El Segundo, Calif., Internet Brands® is a fully integrated online media and software services organization focused on four high-value vertical categories: Health, Automotive, Legal, and Home/Travel. The company's award-winning consumer websites lead their categories and serve more than 250 million monthly visitors, while a full range of web presence offerings has established deep, long-term relationships with SMB and enterprise clients. Internet Brands' powerful, proprietary operating platform provides the flexibility and scalability to fuel the company's continued growth. Internet Brands is a portfolio company of KKR and Temasek. For more information, please visit [www.internetbrands.com](http://www.internetbrands.com).

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