

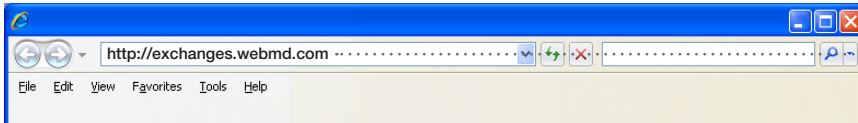
Create a Health Exchange

Be among the first to establish an Exchange –
create your Exchange during our March launch



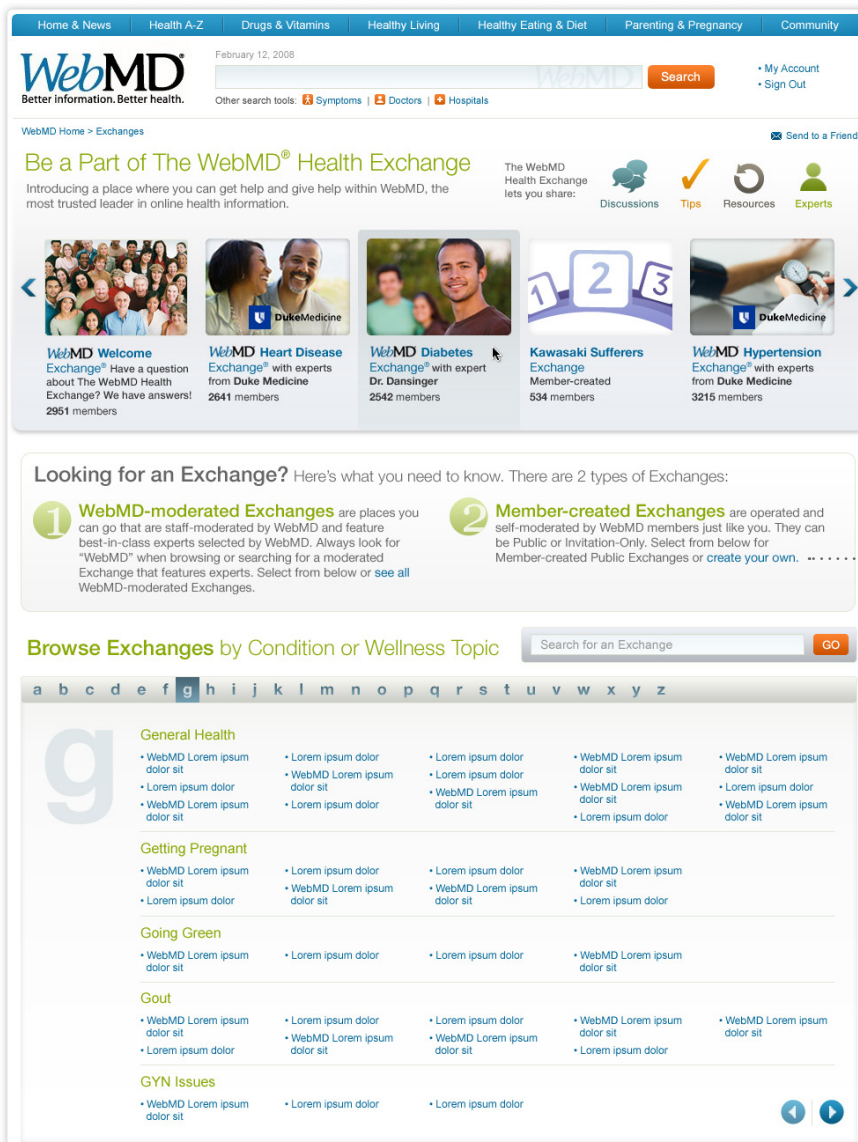
The WebMD® Health Exchange

Create a Health Exchange in 3 easy steps:



Step 1

Type <http://exchanges.webmd.com> into your web browser.



Step 2

Click on [create your own](#).

You will be prompted to register with WebMD if you are not a registered user.

Once created, your public Exchange name will be listed for others to browse or search.

Step 3: Enter your Exchange information.

1 Your Exchange Name:

Your Exchange name will be unique to you, and it will be part of your web address, e.g. exchanges.webmd.com/sample-diabetes-association. (If you represent a local chapter of an organization, be sure to include your location in the name of your Exchange to distinguish your group from the national group.)

4 Description:

Write a brief summary about your Exchange.

6 Local or National:

You can create an Exchange to reach a national audience, such as “Moms with Type 1 Diabetes” or you can keep it local with, “Atlanta Moms with Type 1 Diabetes.” Choosing the “Local” option here will help people who are searching by area find your Exchange.

7 Choose an Image:

Browse to select one that best reflects your Exchange.

The screenshot shows the WebMD 'Create a Health Exchange' form. The form is titled 'Create a Health Exchange' and includes a sidebar with navigation links like 'My Exchanges', 'My Discussions', and 'Watchlist'. The main form area contains seven numbered steps: 1. Name Your Exchange (with a text input field and a URL field), 2. Add Keywords to Describe Your Exchange (with a text input field and an example), 3. Select Your Exchange Category (with three dropdown menus), 4. Add a Short Description for Your Exchange (with a text area and a character count), 5. Do you want your Exchange to be Public or Invitation-Only? (with radio buttons and explanatory text), 6. Select Your Exchange Location (with radio buttons for National and Local, and a ZIP/State/City input area), and 7. Choose an Image for Your Exchange (with a grid of three images and a selection instruction). The form also includes a 'Crisis Resources' button and a 'WebMD Welcome Exchange' banner.

Home & News | Health A-Z | Drugs & Vitamins | Healthy Living | Healthy Eating & Diet | Parenting & Pregnancy | Community

WebMD
Better information. Better health.

Other search tools: [Symptoms](#) | [Doctors](#) | [Hospitals](#)

WebMD Home > Create a Health Exchange

Create a Health Exchange

My Exchanges

- Type 1 Diabetes
- Exercise for Diabetes
- Eating Right Everyday

My Discussions

Watchlist

- Sharp Shooting Pains (2)
- Low Blood Sugar (3)
- No Health Insurance (2)
- Dawn's Scenario (1)

[See All](#)

Preferences

WebMD Welcome Exchange® Have a question, a problem, or a suggestion? We have answers! **2951 members**

[Crisis Resources](#)

In a few easy steps, you can create your own Health Exchange. Simply complete the fields below:

- 1 Name Your Exchange**
Example: Katherine's Sugar Busters Exchange
Name Your Exchange
Your Exchange URL:
- 2 Add Keywords to Describe Your Exchange**
Make it easy for people to find your Exchange by assigning keywords that describe your Exchange topic.
Enter comma-separated keywords
Example: Add words like weight loss, dieting, new moms, exercise, must-have-chocolate, or middle-aged.
- 3 Select Your Exchange Category**
Make it easy for people to search or browse to find your Exchange by assigning a Category.
Choose a Category | Choose a Category | Choose a Category
- 4 Add a Short Description for Your Exchange**
Note: Your short description will appear to all users who view your Exchange.
0/150 Characters
- 5 Do you want your Exchange to be Public or Invitation-Only?**
☒ Public
I want my Exchange to be accessible to all and open to public participation. I understand this means that people do not need to be invited to my Exchange in order to share their thoughts, comments, and questions.
☐ Invitation-Only
I want my Exchange to be invitation-only. I understand this means that only those people invited to join will be allowed to access my Exchange and share their thoughts, comments, and questions.
Warning: An invitation-only Exchange can never be changed to public.
- 6 Select Your Exchange Location**
Is your Exchange relevant to everyone (national) or only individuals in a particular geographic area (local)?
☐ National
☒ Local
Zip Code
Non-U.S. Residents: Enter <99999> for your ZIP Code OR Enter your city and select <Other> for your state.
OR
City | State
- 7 Choose an Image for Your Exchange**
Note: This image will appear to everyone who visits your Exchange.
Click on the image to select it for your Exchange.

2 Keywords

To optimize “search-ability”, use broad and specific keywords (i.e. “diabetes,” “weight loss”) that relate to your cause.

3 Categories:

To help users find your Exchange in our directory, select the appropriate categories.

5 Public or Invitation-Only Exchange:

You can create a Public Exchange that is listed in our directory and discoverable by everyone. Or you can create an Invitation-only Exchange where only people you invite will be able to view and participate. These Invitation-only Exchanges will not be listed in our directory OR be searchable through external search engines.

Your Exchange has been created. Start posting!

Your Exchange
Name Here

Create a Watchlist
to follow key
Discussions and
receive email
notifications when
more responses are
posted. You also
can bookmark your
favorite Exchanges
for easy access.

You and other users
can create Polls as
part of a Discussion.

The screenshot shows the WebMD NY Diabetes Exchange page. The top navigation bar includes links for Home & News, Health A-Z, Drugs & Vitamins, Healthy Living, Healthy Eating & Diet, Parenting & Pregnancy, and Community. The main content area is titled "NY Diabetes Member Created" and features a search bar, a "Spotlight: Member Stories" section highlighting a member named Guy_12345, a "What's Happening Now" section with discussions like "Low Blood Sugar: Managing Diabetes", a "My Exchanges" section with a watchlist, a "Crisis Resources" section, and a "Take the Poll" section. The right sidebar contains "Popular Discussions", "Helpful Tips", and "Helpful Resources". The bottom of the page has an advertisement for Tylenol.

Member spotlight
rotates members'
stories every few
minutes.

Posting a new
Discussion, Tip or
Resource is only
one click away.

Members can share
their stories and learn
what is important
to others in your
Exchange.

The Tips and
Resources your
members vote as
most helpful will be
displayed prominently
on the right side of
your exchange.

Discussions

are where experts, guest experts
and users post, read and reply in
free-flowing conversations.

Resources

are favored and useful Web resources
and links. Like Tips, users discuss or
vote on the best Resources.

Tips

are shortcuts, helpful hints
or the kind of clever reminders
one might stick on a sticky note.