



WebMD[®]

WEBMD POINT OF
CARE SOLUTIONS
MEDIA KIT 2021



WEBMD POINT OF
CARE SOLUTIONS

WEBMD POINT OF CARE: YOUR PATH TO HEALTH AND WELLNESS

WebMD's mission is to enable people to live better lives by empowering them to make well-informed decisions, which can improve overall well-being and health outcomes. Our trustworthy brand does this by offering custom condition guides, "your visit" workbooks, high impact posters, and educational trifold to engage patients during various stages of any condition.

CONTENT TO CARE

WebMD medical editors tackle health conditions in a straightforward and easy to understand way.

Copy is written by health journalists and reviewed by staff medical editors.

Trusted, accurate, and actionable information enables consumers to learn more and make decisions.

MEDICAL & HEALTH INNOVATION

WebMD delivers an unsurpassed breadth and depth of knowledge on the latest health trends, new research studies, and cutting-edge technology, as well as relevant health innovation information to consumers wherever they are in their health journey.

PERSONALIZATION

First-person experiences about prevention and treatment of common ailments and chronic conditions.

The WebMD brand is a magnet for consumers involved in their own health at a hyper-aware moment.

DISTRIBUTION

WebMD Point of Care programs are created with a custom distribution plan including access to 500,000+ physicians in top specialties and care locations, through WebMD.com and interactive digital formats.

WEBMD CONTENT TO CARE PRODUCTS

CUSTOM CONDITION GUIDES

WebMD Custom Condition Guides offer its audience a fresh and dynamic approach to understanding health and wellness in today's climate. The guide provides a more personalized approach for a variety of topics and audience engagement. Inside each guide, you will find up to-date health content customized to meet an individual's needs. Additional content or videos relating to the condition can be found by using a mobile phone camera to scan the guide's QR code on the cover. WebMD ensures accessible and top-level education for everyone from the patient to the caregiver.



"YOUR VISIT" WORKBOOKS

A print, digital, and mobile-optimized workbook designed to engage the patient in preparation for thoughtful doctor interaction. The reusable workbook, which allows individuals to notate symptoms, prescriptions, and more, is perfect for post-visit support and helps the patient prepare for their next doctor discussion.



WEBMD CONTENT TO CARE PRODUCTS

HIGH IMPACT POSTERS

This WebMD educational and actionable poster is created with the patient in mind. Designed to inform, inspire, and engage the patient in a physician's exam room (or outside of the exam room by scanning the poster's QR code with a mobile phone camera), the trusted content provides up-to-date information on the patient's condition. The poster, which comes in infographic or anatomical design, provides a missing link to important health information and serves as an empowerment tool for the patient-physician care team.



EDUCATIONAL TRIFOLD

An interactive custom brochure, providing the patient with educational and actionable content in a visually engaging infographic format.

RECENT HEADLINES

KEEP UP WITH THE LATEST RESEARCH

WATCH AND WAIT

When doctors treat patients with diabetic macular edema too early, before vision loss begins, patients face unnecessary costs and risks. But they could lose their vision completely if they wait too long. New research says there's no harm in waiting until the first sign of vision loss, in a trial of 702 people whose vision was still normal despite having the condition, some started treatment immediately and others waited until their vision began to decline. After 2 years, when everyone was receiving treatment, vision was just as keen among those who waited as those who started right away.

1 IN 3
Number of people with diabetes who have diabetic retinopathy.

MACHINE LEARNING
People who have diabetic macular edema usually receive repeated, costly eye injections of anti-VEGF anti-vascular endothelial growth factor drugs — though not all patients respond to the treatment. But artificial intelligence may one day predict which patients will respond to the drugs. When researchers fed computers an algorithm for analyzing scans of patients' eyes before treatment, the computers predicted the patients' later response to the drugs with 87% accuracy.

1 IN 15
Number of people with type 2 diabetes have the eye disease.

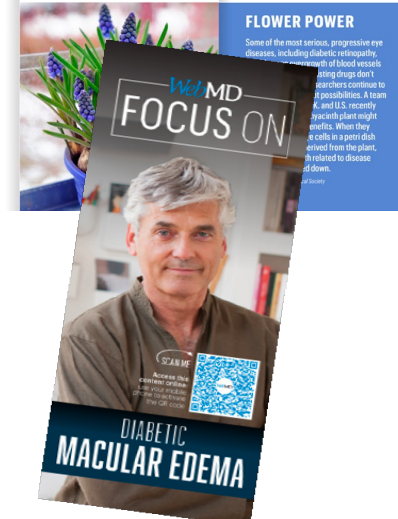
1 IN 7
Number of people with type 1 diabetes who have diabetic macular edema.

SIGHT SAVERS

Take note of vision changes. Report any new "floaters," problems reading, or blurriness to your eye doctor.
Keep your health in check. Control your blood sugar and blood pressure to stop eye damage before it starts.
Get a dilated eye exam yearly. All adults older than 40 should have an annual eye checkup, whether or not they have diabetes.

FLOWER POWER

Some of the most serious, progressive eye diseases, including diabetic retinopathy, stem from a buildup of blood vessels. Using drugs don't always work. Researchers continue to look for new treatments. A team from the University of California, San Diego, and U.S. recently found that a plant called *Trachypogon* might help. When they fed the plant's cells in a petri dish, the cells died. The researchers believe the plant's cells are related to disease.



ISSUE & CLOSING DATES

Published bimonthly in a print and digital format.

Closing

ISSUE	ISSUE SPACE	MATERIAL
August 2	4.8	6.8
August 16	4.22	6.22
September 1	5.1	7.1
September 15	5.21	7.21
October 1	6.9	8.9
October 15	6.23	8.23
November 1	7.9	9.9
November 15	7.23	9.23
December 1	8.6	10.6
December 15	8.2	10.2

Custom Dates also available; inquire with sales

CONTACT INFORMATION

For more information and a custom proposal, contact Vanessa Cognard, VP, Publisher at **vcognard@webmd.net** or 917-445-7591.

AD PORTAL UPLOAD INFORMATION

Please submit files to <http://adportal.webmd.com>

For more information regarding file submission, contact John Caggiano, Senior Production Director at **jcaggiano@webmd.net**.

MEASUREMENT & PERFORMANCE

Tap into industry-leading research and analytics to better understand your consumer.

WebMD Point of Care Offers:

- Click to add text
- HCP Surveys
- Brand Lift Studies
- Third-Party Measurement
 - IQVIA, Crossix, Symphony
- Pre/post Awareness Measurement
- ROI Guarantees

All measurement and performance programs are based upon a minimum six-month contract and deal terms negotiated on a case-by-case basis. WebMD will determine the viability of each program with a thorough pre-sale evaluation and work with the client's preferred third-party vendor.

For in-depth case studies with measurement relevant to your brand, please contact VP, Publisher
Vanessa Cognard vcognard@webmd.net.



WEBMD POINT OF CARE CONTRACTS & EXCLUSIVITY

WebMD Point of Care is a free editorial subscription service to the physicians receiving WebMD educational materials.

WebMD provides AAM audits and postal receipts for exam room posters and condition guides to confirm production and delivery. WebMD Magazine provides a quarterly rapid circulation report and biannual audit through AAM to verify circulation and distribution.

First right of refusal: For contracted specialty offices and Point of Care products, WebMD offers first right of refusal to advertisers based upon the contract start and end date. Specialty office inventory contracts are subject to short rates if a Point of Care product is canceled/delayed by the advertiser.

All Point of Care programs are subject to short rate fees if delayed to launch in office pending the inventory, timing of the delay, and the WebMD investment in paper, editorial, and design production.



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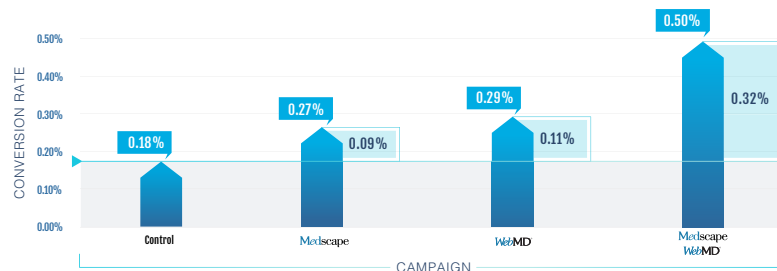
INTRODUCING WEBMD MOBILECONNECTIONS

Sync

a solution by WebMD + Medscape

Only Sync can retarget verified Medscape HCPs and highly qualified condition-specific WebMD audiences off-platform, on-mobile, in and around high-value point-of-care locations.

- Coordinated HCP and patient messaging increases Rx Lift



Synchronize HCP + DTC marketing efforts by targeting verified HCPs + the patients who visit their practice

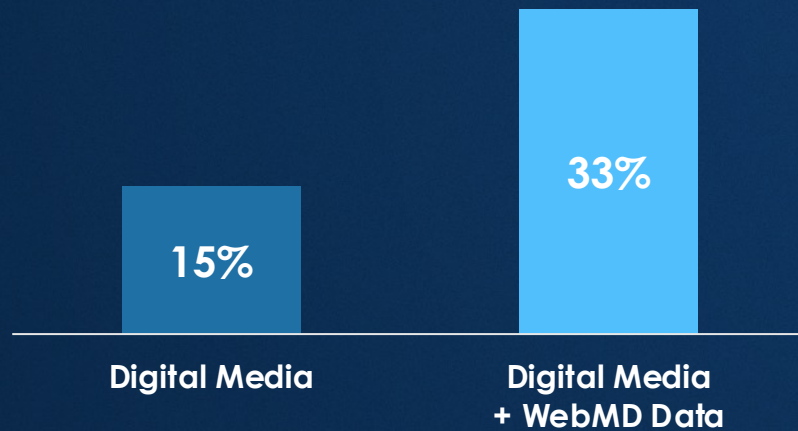


* Mobile banner ads for visual purposes only. Not representative of actual Brand or Campaign creatives.

PATIENT JOURNEYS

by WebMD®

Only Patient Journeys can retarget highly qualified and proprietary condition-specific WebMD audiences off-platform, on-mobile, in and around high-value locations.



NBRx conversion increased from 15% to 33% on average across several conditions by combining WebMD Data with Digital Media

NBRx lift based on IQVIA analysis of 18 campaigns including WebMD, other endemic publishers and programmatic platforms across several conditions



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LEARN MORE ABOUT OUR UNIQUE AND EFFECTIVE
ADVERTISING OPPORTUNITIES.

CONTACT US: SALESINQUIRIES@WEBMD.NET

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