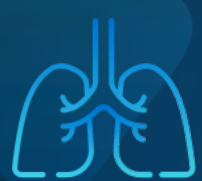




# WebMD<sup>®</sup> Point of Care:

## In-Office and In-Hospital Media Solutions



## WebMD Moves Patients to Take Action

WebMD's mission has always been to enable people to live better lives by empowering them to make well-informed decisions that can improve their overall well-being and health outcomes.

Offering awareness and insight to millions of people every month, our trusted health content lies at the heart of this mission.

From learning to live a healthy lifestyle to condition management and supportive stories from others sharing similar health-related experiences, WebMD delivers content that matters.



**91%**

of consumers consider WebMD the most trusted health brand at the point of care.



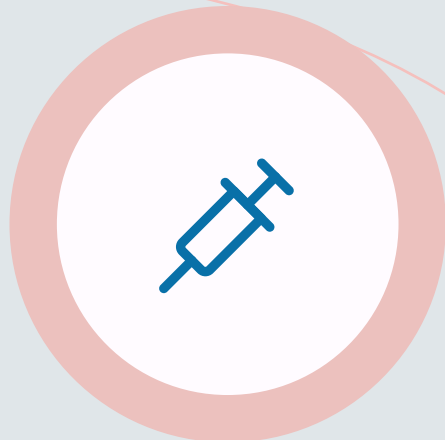
**+4 in 5**

patients believe WebMD educates them to make better informed health choices.



**500K**

HCP



**300K**

doctors' offices



**2,000**

hospitals

Our platforms support physicians, hospitals, and healthcare organizations in elevating patient-centric interactions to reach and engage qualified patients, improving outcomes and driving growth.



# In-Office Solutions

Our legacy WebMD Condition Guides and Exam Room posters, delivered for the past 17+ years across the top fifteen specialties, ensure accessible and top-level education for everyone from the patient to the caregiver.

A print-, digital-, and mobile-optimized workbook helps patients prepare for a thoughtful doctor interaction and post-visit support. In the physician's office, our custom guides and high impact exam room posters offer patients a fresh and dynamic approach to understanding health and wellness, providing up-to-date health content customized to meet their needs and offer varied platforms for customers.



WebMD



# In-Hospital Solutions

The patient-provider dynamic is also supported by WebMD Provider Services' hospital point-of-care touch points, which deliver condition-specific education, driving patient involvement throughout their hospital stay and post-discharge.

Hospital TV channels, digital resource centers, and printed materials educate and impact patients during a critical time in their health journey. Armed with the right knowledge, patients can make the most important health decisions with their care teams, ultimately increasing their probability of a successful outcome.

WebMD TV, debuting later this year, is revolutionizing hospital TV, redefining education with passionate stories that influence patients to take action, provide additional opportunities for advertiser awareness and engagement.



# WebMD Point of Care Solutions Are Effective:

**70%**

of patients recognize or recall WebMD educational media.



**70%**

of patients recall receiving printed health-specific content.



**+60%**

of patients reported seeing WebMD content in their doctor's office makes them more likely to pick up the printed patient education materials and trust the information provided.



**68%**

of patients reported they are more interested in talking to their doctor about a medication they see advertised in hospitals



**2x**

more likely to fulfill prescriptions in the hospital pharmacy.



**78%**

recall health ads on hospital TV.





The health decision needs of patients have changed, but WebMD Point of Care offers innovative ways to remain top of mind as a trusted partner in health literacy.

From discovering how to address initial health concerns and manage chronic conditions with providers in physicians' offices to receiving streamlined support throughout an in-hospital stay and post-discharge, our commitment to patients at every point in their health journey ensures WebMD is present from *discovery to recovery*.

## Contact Information

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