



## Quality Management Accreditation Council

### Purpose

The Quality Management Accreditation Council (QMAC) for The StayWell Company, LLC, Krames LLC, and Ignite Healthwise LLC, branded as part of WebMD Ignite, maintains a commitment to and is charged with:

- Ensuring development and maintenance of all digital health education content and self-management tools adhere to internal policies, procedures, and accreditation and certification standards and guidelines. This includes medical reviews, content sourcing and development processes are aligned with these accreditation standards.
- Providing oversight for the quality management program.
- Considering and applying guidelines, principles, and ethical standards to all accreditation and quality assurance monitoring activities.

### Council Members

The council is composed of subject matter experts across multiple teams, including content, clinical, and product advisors. It also includes ad hoc council members depending on the subject matter, including a compliance and privacy officer or advisor and legal representation.

- Actively participate in QMAC efforts with the focus of safeguarding the quality of the site and maintaining adherence to the established standards and principles. Note:
  - Compliance Leadership and Security Officer Support are not required to attend all meetings.
    - This job title/function ensures that the Company is operating in accordance with applicable laws, regulations, and accreditation and certification requirements; creating a culture of honesty and integrity; meeting high ethical and professional standards; preventing unauthorized use & disclosure of PHI/PII and other sensitive information; detecting compliance events and areas of risk at the early stages; assuring prompt corrective actions and mitigation with events; creating a culture of ethical and professional behavior; and building client, participant, community, and employee trust and confidence.
  - Additional individuals may be invited to participate in QMAC meetings for broadened context or exposure. Additionally, the committee may commission subcommittees to address specific needs.
- Designate a qualified delegate. (The delegate will have the same voting rights as the member who is unable to attend the meeting.) The member communicates the designee's name to the Chairperson.
- Have voting responsibilities. All QMAC members have decision-making authority and voting status. At least 51% of voting members must be present or participating to constitute a quorum.

### Scope of Responsibilities and Administration

The council meets online or by e-vote at least bi-annually to:

- Oversee the development, implementation, and maintenance of a quality management program and its effectiveness in integrating quality issues affecting end-user experience and content review practices, including:
  - Define the goals, objectives, and performance indicators for the program.
  - Review, analyze and respond to client and end-user feedback, comments, complaints, and operational indicators (e.g. application uptime) and responses, as outlined by accreditation bodies, and as directed by the QMAC.
  - Overseeing the design and implementation of strategies and activities to monitor progress in

meeting key performance indicators and goals and execution of any corrective interventions.

- o Overseeing quality assurance and quality improvement efforts and analysis.
- Provide direction and approval for new, changing, or retiring accreditations or certifications.
- Give counsel and direction to teams on policies (e.g. requirements) and processes to support accreditations and certifications, including those we have committed to support for clients.
- Review, update, and maintain policies and procedures to ensure professional, operational, and ethical standards for digital health education content and to support accreditations and certifications. These include, but are not limited to, policies covering content development, risk management, and health equity.
- Gather subject matter expert guidance about which documentation will fulfill accreditation and certification requirements.
- Analyze and interpret accreditation and certification requirements and give advice about how they apply to the business.
- Ensure accreditation readiness, including, but not limited to, biennial NCQA WHP certification and Digital Health Education Content performance indicators based on URAC standards.
- Facilitate the execution of assigned quality management action items.
- Review materials and documentation. All materials and documentation will be maintained in a centralized location which is accessible to all members or designee. Documentation will be provided to the members or designees approximately two weeks prior to the meeting.

#### Our QMAC Members

ROLE	SW/K/HW – NAME	SW/K/HW – TITLE
<b>Chairperson</b>	Petra Cervino	Accreditation Manager
<b>Content &amp; Editorial: Leadership</b>	Sara Green	VP, Content Operations & AI Innovation
<b>Customer Experience</b>	Krystle Bouck	VP, Customer Experience
<b>Digital Health Content (Editorial)</b>	Eileen Ellig	Senior Editor
<b>Marketing</b>	Jenny Haas	Project Manager - Marketing
<b>Medical Advisors</b>	Renee Watson, RN	Senior Clinical Manager
<b>Privacy Officer/Advisor</b>	Clifton Fels	Associate Attorney
<b>Product Team: Leadership</b>	John Baisch	Sr. Director Product Management
<b>Security &amp; Compliance Leadership</b>	Jim Shank	VP of Security
<b>UX Representative</b>	Tara Troutman	Content Strategist

Reviewed, Revised and Approved by the Quality Management Accreditation Council: March 2025