

# Educate consumers with multimedia health content



Help patients and members better understand their care and make more informed health decisions with high-quality, evidence-based, and inclusive health education.

## How we help

Designed to support self-directed learning, marketing and engagement, and clinician-led interventions, WebMD Ignite Content Solutions are evidence-based, clinically reviewed, and up to date. Available as articles, videos, and image-rich resources, they can be distributed through omnichannel delivery options to improve equity and access, advance population health and shared decision-making, meet compliance and quality standards, and enhance the overall consumer experience. The result: *scalable programs that align with your organization's goals.*





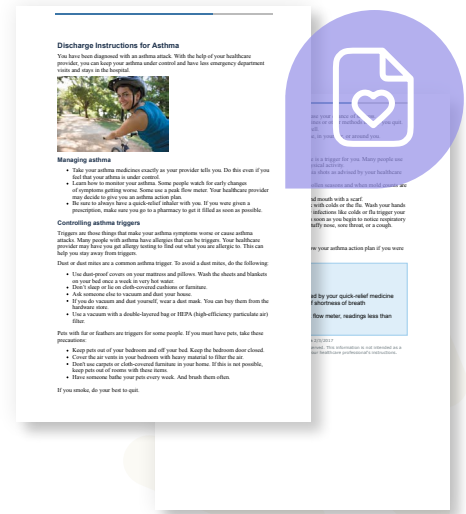
## Digital Clinical Collections

Clinical Collections are curated libraries of multimedia patient education content, designed to help clinicians deliver materials that empower patients to understand and manage their health. Content supports diverse learning styles, promotes self-care and skill-building, and strengthens health literacy to improve outcomes — all in alignment with quality and compliance standards.

### This collection includes:

- **HealthSheets™** — digital resources that explain conditions, medications, procedures, and treatment options
- **HealthClips®** — video-based education designed to guide learners through both sight and sound
- **Discharge Instructions** — clear guidance to help patients understand next steps, reduce readmissions, and recover safely at home

Digital Clinical Collections integrate directly into patient education workflows using Ignite on FHIR®, APIs, or direct import into your EHR.



Confirm post-hospital discharge instructions with Discharge Instructions

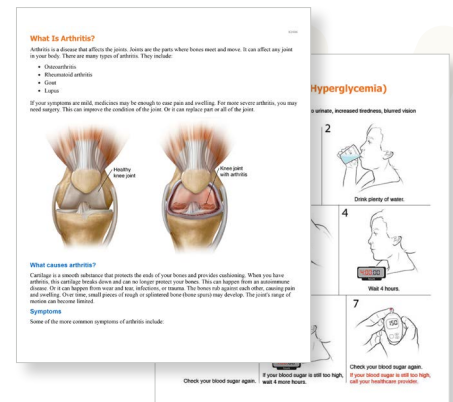


## Digital Consumer Collections

Consumer Collections deliver evidence-based, multimedia articles and interactive tools that help people learn at their own pace. Designed to encourage proactive health management, with topics ranging from condition overviews, symptoms, and diagnosis, to treatment options and long-term outcomes.

**This collection includes:** Articles, videos, risk calculators, health quizzes, prevention planners, and more.

Digital Consumer Collections can be delivered through a hosted HealthHub site or fully integrated into your consumer-facing platforms via API.



Explain anatomy, conditions, and procedures with HealthSheets



Personalize HealthPrints to promote your brand and create unique calls to action

Develop unique print and digital materials for educational outreach and more



## Print Solutions

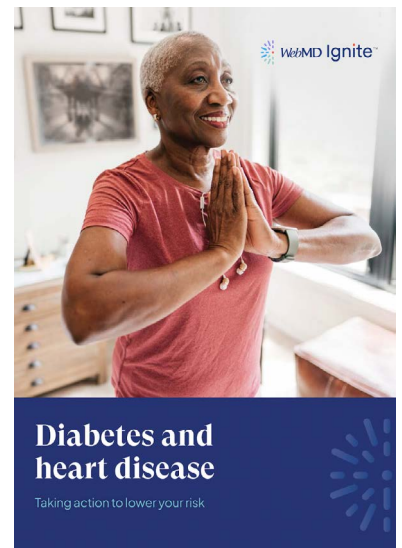
Print Solutions support outreach, care manager-led learning, and in-person education, catering to diverse learning preferences. The HealthPrints collection features more than 600 titles across 20+ specialties, available in booklets, brochures, and tearsheets. Options range from ready-to-use materials to fully customized products — ensuring accessible, inclusive health information.

**Examples include:** *Understanding Heart Failure, Children's Health, and Back Owner's Manual*



## Custom Content Creation

Leverage our expert content team to develop fully customized materials — from publications, calendars, and newsletters to social media campaigns and web content.



Support patient understanding with HealthPrints

Ignite Content Solutions can be presented and delivered across multiple channels and platforms, with tools available to upload and manage custom materials.

[Get started today →](#)



As the premier growth partner for healthcare organizations, WebMD Ignite empowers decision-making insights across the health journey. By integrating proprietary technology, unrivaled reach, strategic targeting, business intelligence, and educational resources, our solutions solve healthcare industry challenges to boost acquisition, build loyalty, and ignite action.