



WebMD[®] vitals[®]+

DIRECTORIES MEDIA KIT - 2021

WebMD + VITALS CONNECT TO CARE PLATFORM



10.2MM

monthly unique visitors
accessing physician
information



<15%

Overlap with Healthgrades
audience



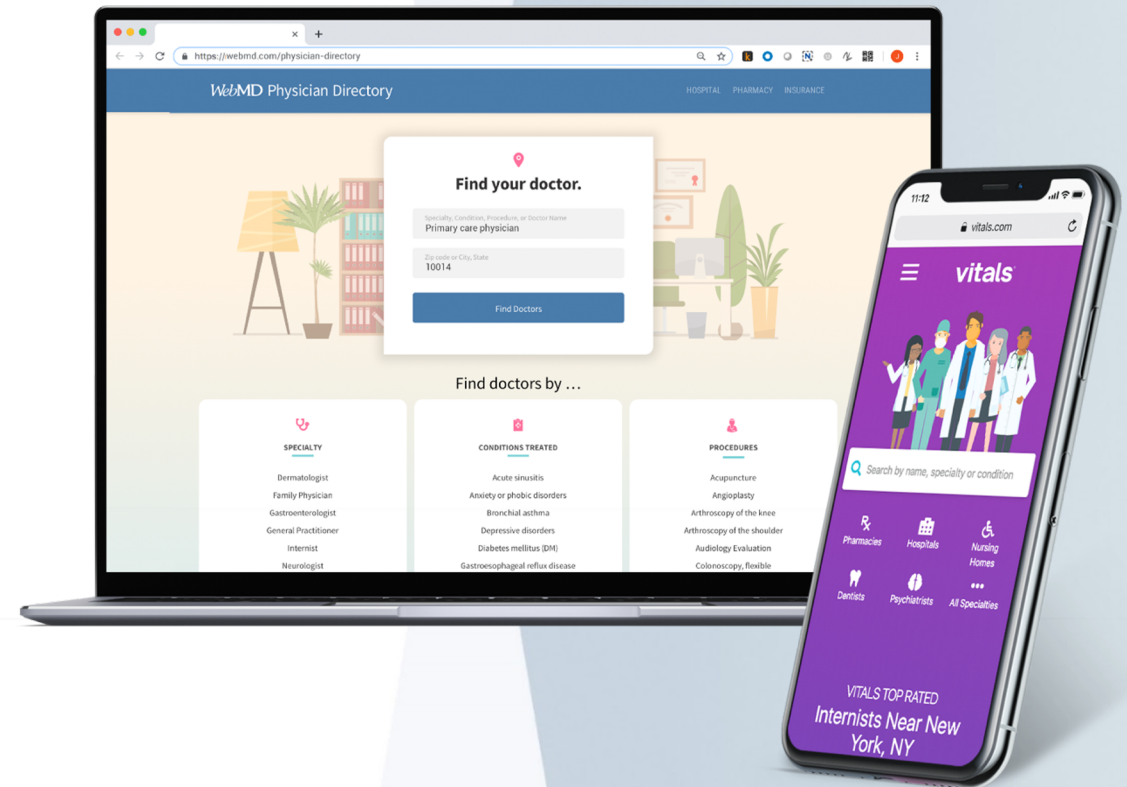
45%*

Of total WebMD patients
research an HCP **before**
visiting them for the first time
(*of total WebMD patients)

WebMD + Vitals

Greater scale. New products. Guaranteed results.

- WebMD acquired Vitals creating the **Connect to Care platform** as a strategic step in expanding its directory services and offerings
- Minimal overlap between the Vitals and WebMD Directory audiences **maximizes scale** of the platform
- An **upgraded product set and patient experience** targets and activates patients planning to visit their doctor in the next 30 days
- WebMD can deliver **guaranteed performance** via industry leading methodologies and data partners



800K+ ACTIVELY UPDATED PHYSICIANS

A leading source of comprehensive and accurate physician information

- A trusted directory resource for patients, encompassing all practicing physicians in the US
- Each physician profile is powered and validated by industry data leaders including IQVIA and Lexis Nexis
 - A dedicated Directories product team ensures physician details are up-to-date via data partnerships and direct provider requests
- Top actions include reviewing a physician's overview, insurance accepted and patient ratings

3.0

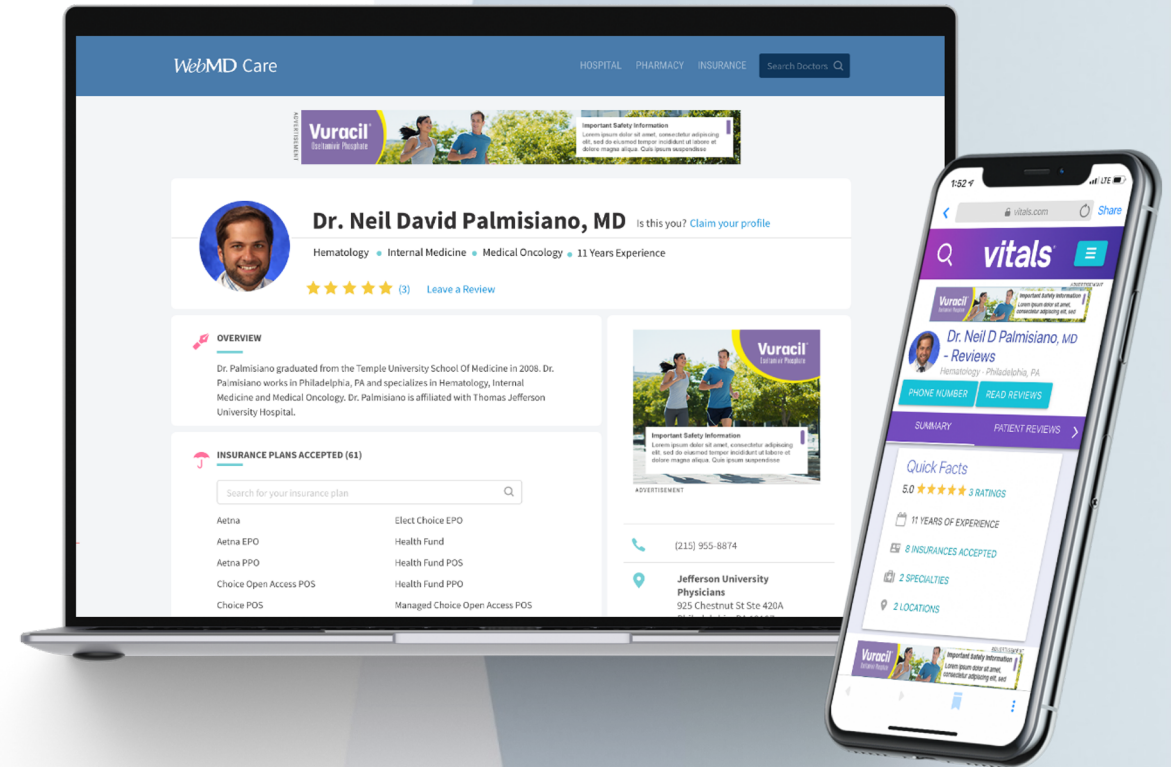
Average page views per visitor

4.6 Min

Average time spent per visitor

88%

Of visitors come from organic search



*Mocks for illustrative purpose only.

THE CONNECT TO CARE
PLATFORM DELIVERS AN
ENHANCED PRODUCT SET

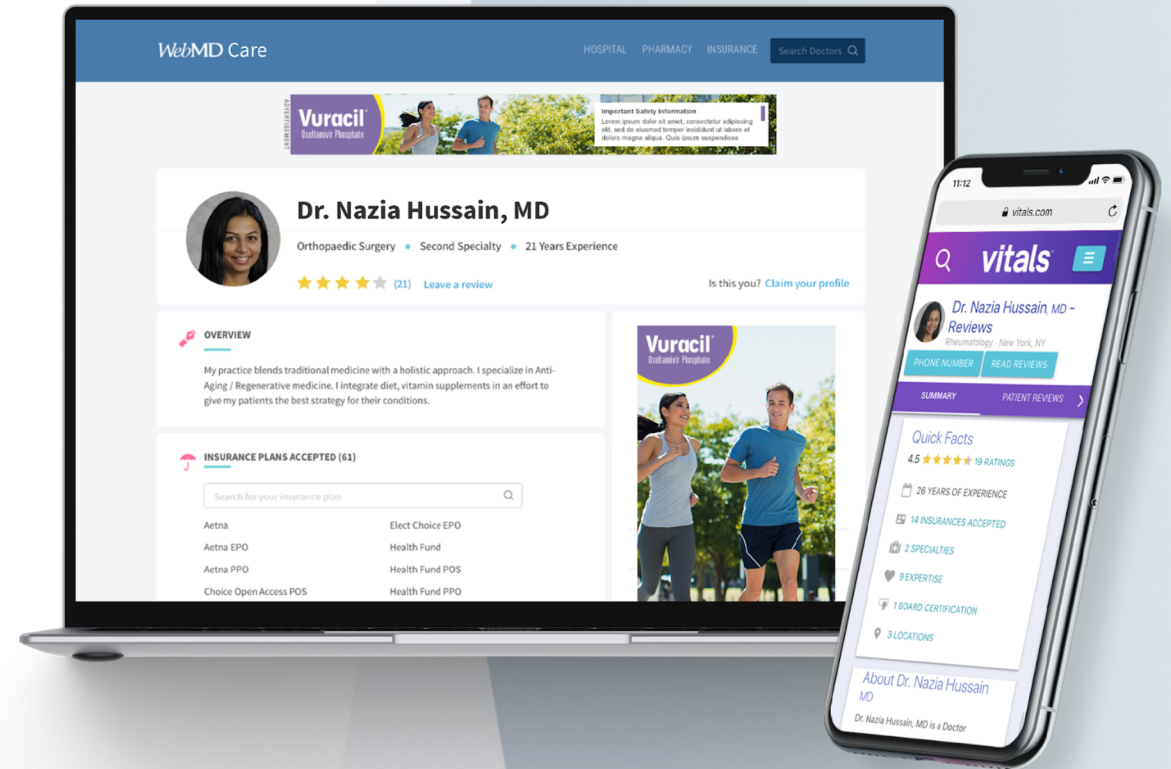


SPECIALTY TARGETED MEDIA

- Align your brand with patients actively seeking care and ready to make a physician appointment
- Physician profiles and search results are aggregated based upon specialty, sub-specialty, and expertise
- Offering is now exclusively available on the Connect to Care platform enhancing reach and scale
- Leverage proprietary 1st party data to reach audiences at scale on and off of the Connect to Care platform
 - Runs across ComScore top 1,000 sites

120+
Specialties

500+
Conditions

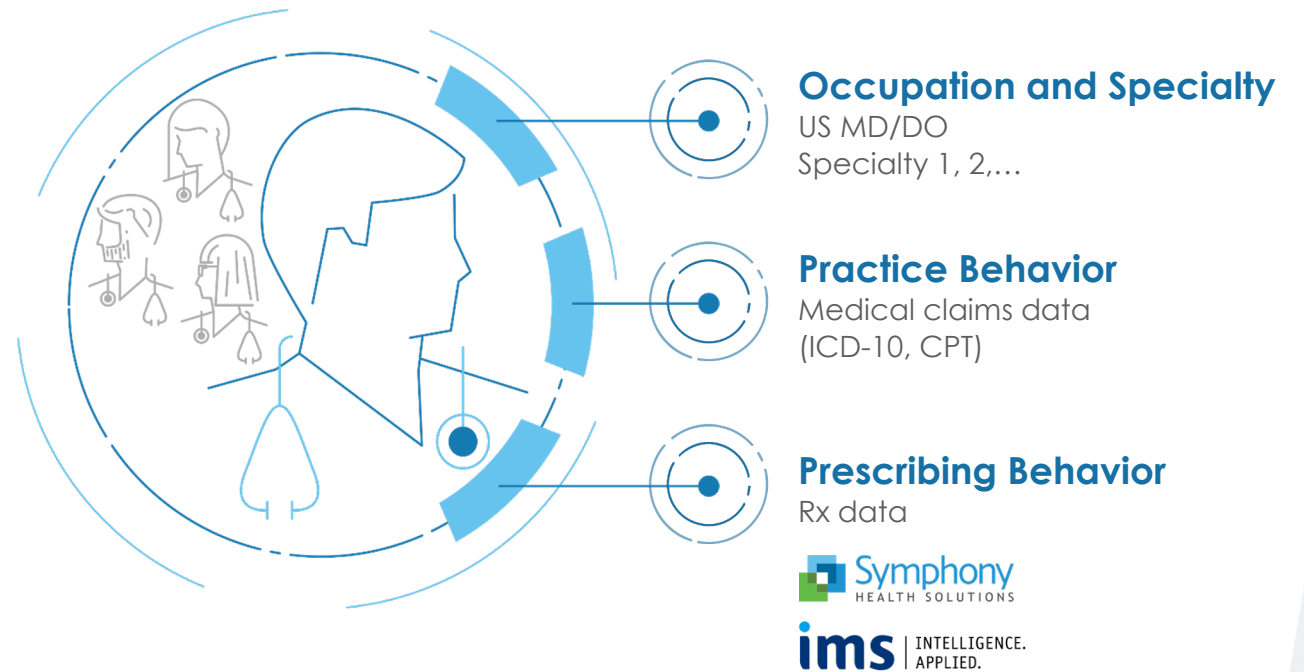


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ADVANCED DIRECTORY TARGETING

Reach qualified patients in market for care, viewing physicians' profiles that are the most relevant to your brand

- Guaranteed adjacency with providers whose diagnosing and prescribing profile aligns with your brand indication(s)
- Competitive blunting opportunity – target your messaging to specialists who are high prescribers of competitive treatments
- Retargeting on and off WebMD within 30 days of visiting directory pages

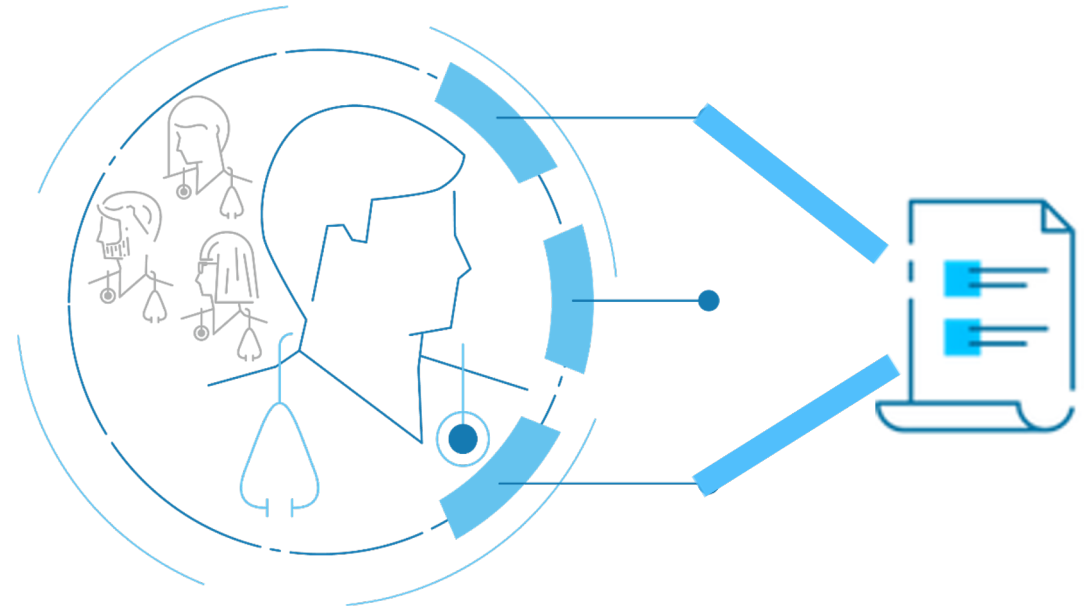


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ENHANCED ADVANCED DIRECTORY TARGETING

Advanced Directory Targeting now supports list match activation

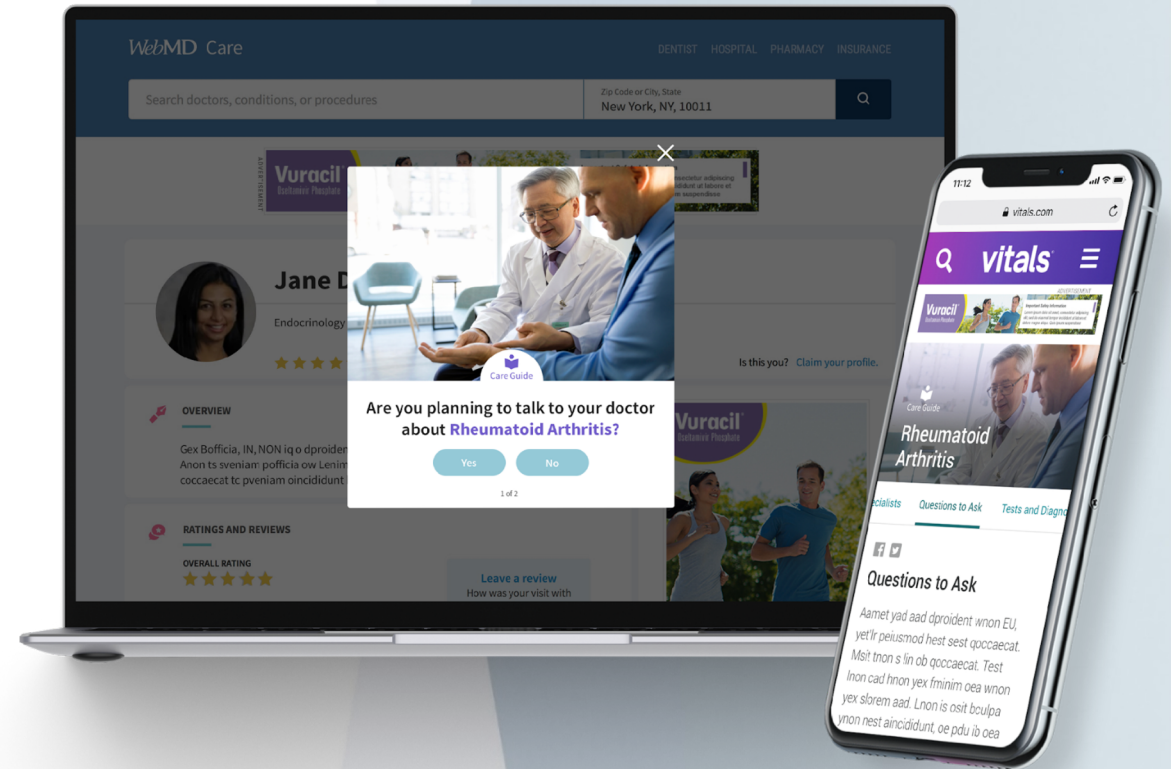
- Vitals is offering the ability to separately tag the Advanced Directory Targeting tactic should the brand like to see performance against the clients list match
- Brands will work towards one overall goal for Advanced Directory Targeting but provide two sets of tags: (1) for physicians highlighted within the clients list match and (1) for the Advanced Directory Targeting tactic. Both tags will work towards the overall goal
- Delivery to the list match tags will depend on number of HCP's provided within the list match. Please note, we DO NOT have NP's or PA's on our platform
- List matching is not necessary in order to run Advanced Directory Targeting. Please note, in order to add in list matching as an option, the minimum spend for Advanced Directory Targeting is \$200k



PATIENT INTERCEPT

Reach qualified patients preparing to visit their doctor to discuss a specific condition within the next 30 days

- Visitors will be served a qualification question within the directory experience asking if they are preparing for a doctor's visit about a specific condition in the next 30 days
- Empower patients with a condition-specific Care Guide to prepare for their doctor's visit, surrounded by your brand messaging
- Extend visibility as qualified patients continue to navigate through the directory experience with immediate in-session ad retargeting
- Opportunity to natively incorporate branded in-stream video (up to 2 minutes in length) in the Care Guide



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