



Consumers Driving the Healthcare Conversation

John Whyte, MD, MPH
Chief Medical Officer, WebMD

WebMD[®]

OUR MISSION

Enable people to live better lives by empowering decisions and actions that improve well-being and health outcomes



THE LEADING HEALTH & WELLNESS SITE

1 in 4

U.S. adults use WebMD
each month

#1 in Engagement

780MM page views,
5x larger than the next
competitor

#1 Reach

of the top 50
diagnosed conditions,
including eye care



Source: comScore 2018

WEBMD EYE HEALTH: CONSUMER INSIGHTS



#1

Health site
among eye
glass wearers
25-54

5.4MM

Diagnosed with Eye
Health Conditions

10.8MM

Have Corrected Vision
Contacts or Eye Glasses

20.5MM

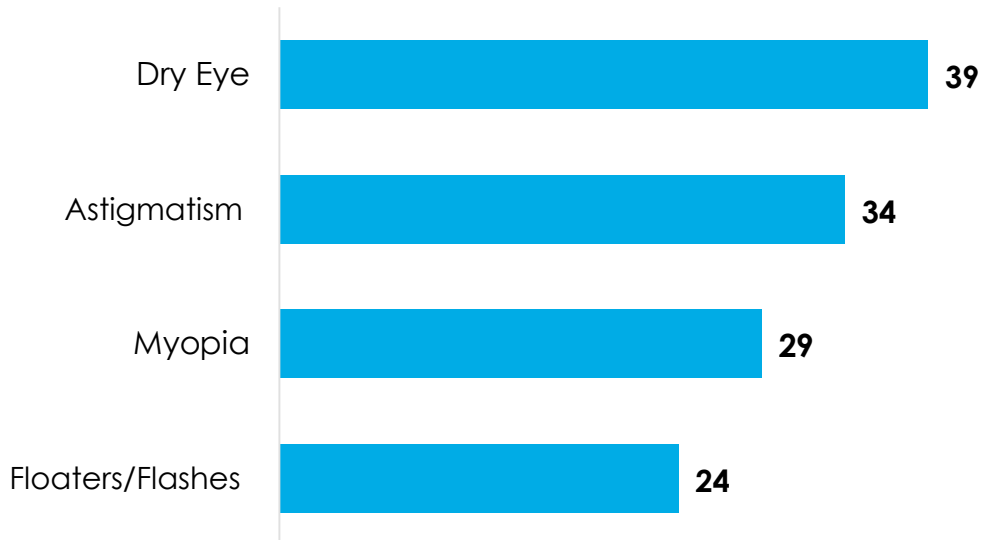
Have had an Eye Exam
Last 12 months

Sources: WebMD Healthy Nation Study, Mars 2018, Comscore June 2018

TOP EYE CONDITIONS



Q: What eye conditions have you been diagnosed with (%)?



Source: WebMD Healthy Nation Study

Curiosity About Our Eyes

What Causes Differently Colored
Eyes

What Does Eye Color
and Shape Say About
Your Health

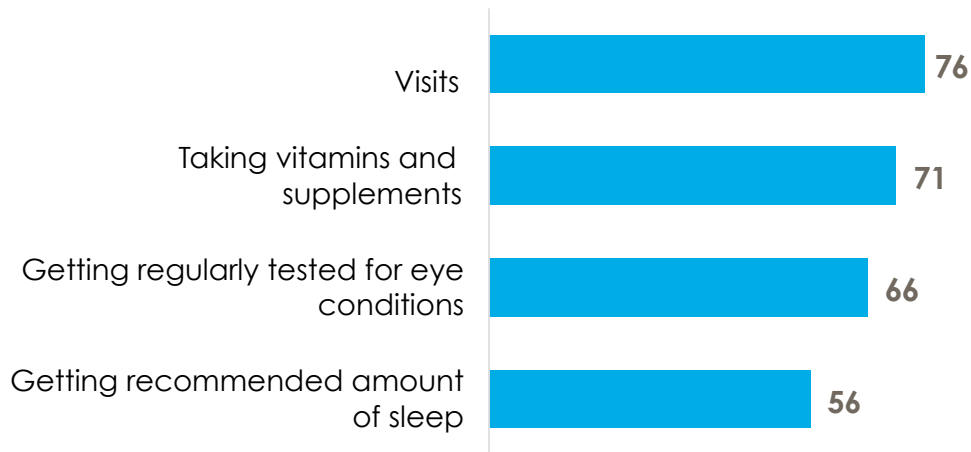
How to Banish Bags Under Eyes

What Causes Eye Pain

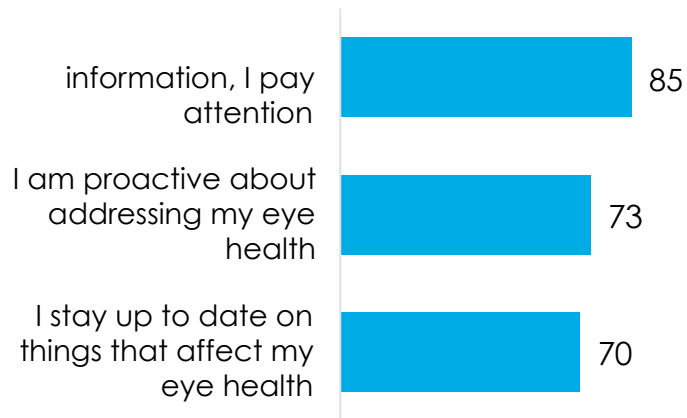


REACHING A PROACTIVE EYE HEALTH AUDIENCE

Q: What do you do to manage your eye health (%)?



Q: Do you agree with the following statements? (% agree/strongly agree)



Source: WebMD Healthy Nation Study

SIXTY PERCENT OF WEBMD'S DRY EYE HEALTH AUDIENCE ARE 40+ FEMALES WHO START THEIR JOURNEY WITH...



Search and bookmarking of WebMD eye health center

Check symptoms via symptom checker (i.e. eye irritation)

Consume content in sudden and significant bursts

Most often view “how to soothe dry eye” video and “dry eye syndrome” treatments

Majority return to WebMD for continued support



The Changing Healthcare Consumer

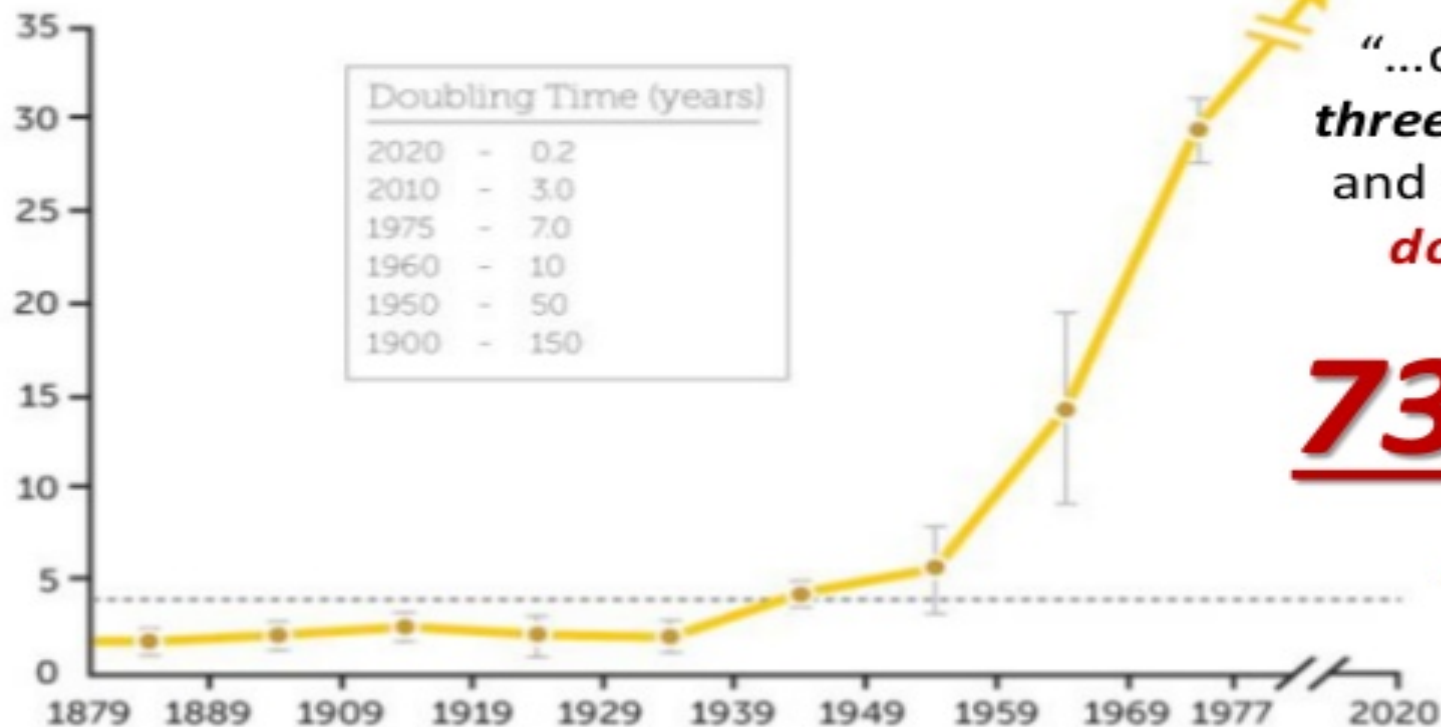
THE HEALTH CARE LANDSCAPE IS CHANGING, AND SO ARE PATIENT EXPECTATIONS

What is influencing today's health care consumer?

- 24/7 access to information
- Rising healthcare costs and the shift to value based care
- Content to care
- Technologies are shortening the path to care



The Rate of Medical Knowledge is...



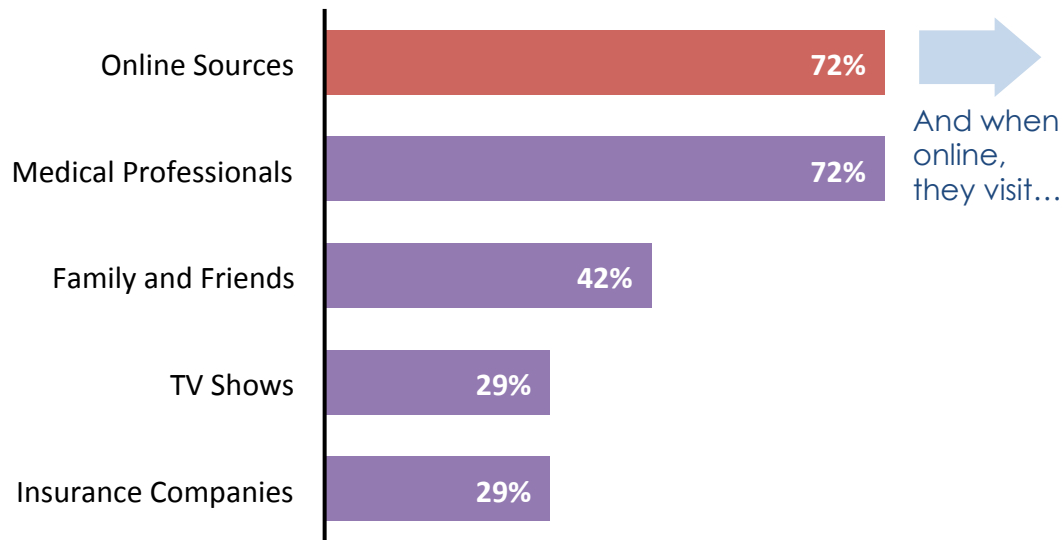
“...doubling ***every three years*** currently and projected to be ***doubling every***

73 DAYS

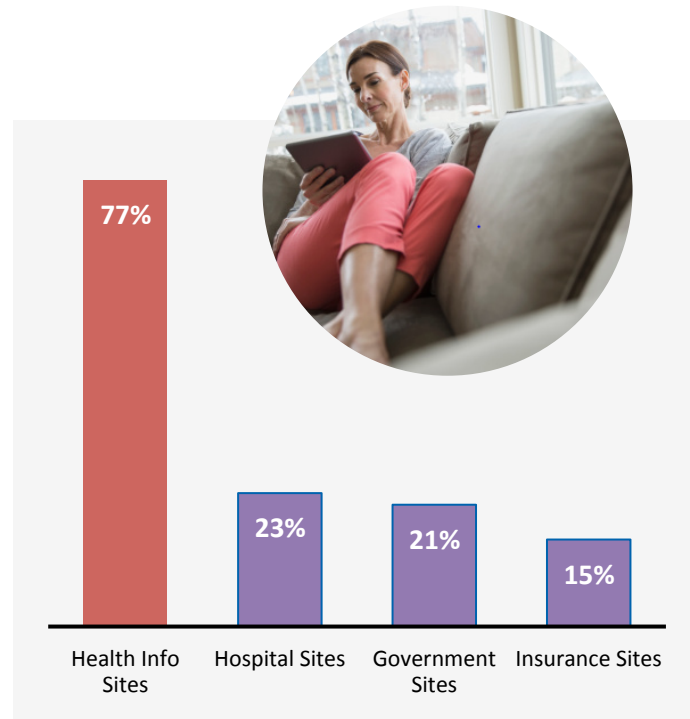
by 2020...”

Today's connected healthcare consumer

Online health information sites help patients and caregivers stay better informed



And when
online,
they visit...





RESULTING IN AN EVOLVING DIGITAL LANDSCAPE

NEW HEALTH CARE SERVICES:



NEW INTERFACES:







Convergence: Healthcare & Retail















Your Guide to Sexually Transmitted Diseases

SUBSCRIBE

SEARCH

ExtraBucks[®]
Rewards[®]
for filling prescriptions.

CVS
pharmacy[®]

Learn more

*See program rules.


ADVERTISEMENT

- Chlamydia
- Syphilis
- Gonorrhea ("Clap")

CONTINUE READING BELOW

Private STD Testing and Treatment

Get tested and speak with a doctor in one convenient service.




 [View Tests >](#)

WebMD Lab Testing
powered by PWNHealth

ADVERTISEMENT

What Are the Symptoms of STDs?

Sometimes, there are no symptoms of STDs. If symptoms are present, they may include one or more of the following:

- **ARTICLE**
Alternative Treatment for Genital Herpes
- **ARTICLE**
4 Potential Herpes Triggers
- **SLIDESHOW**
Health Conditions That Can Harm Your Sex Life

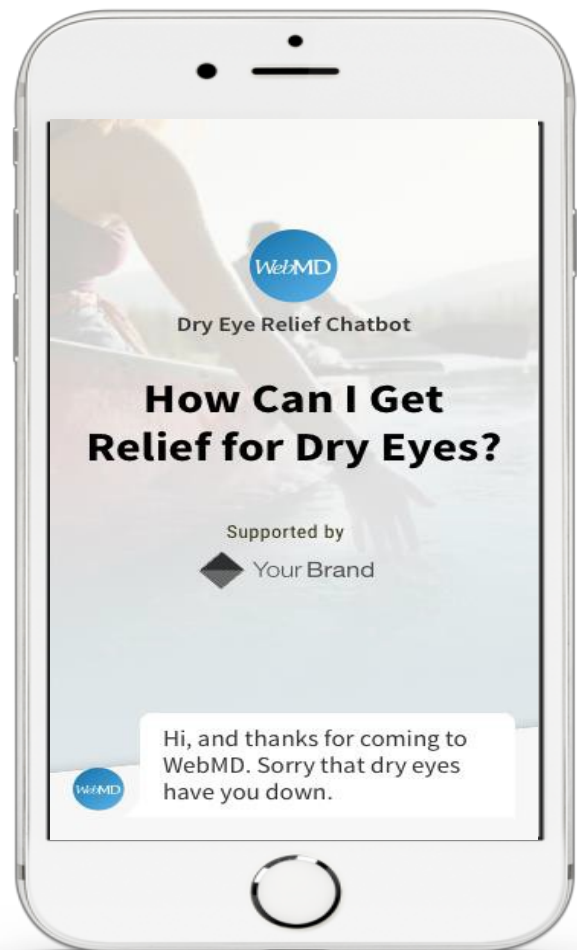
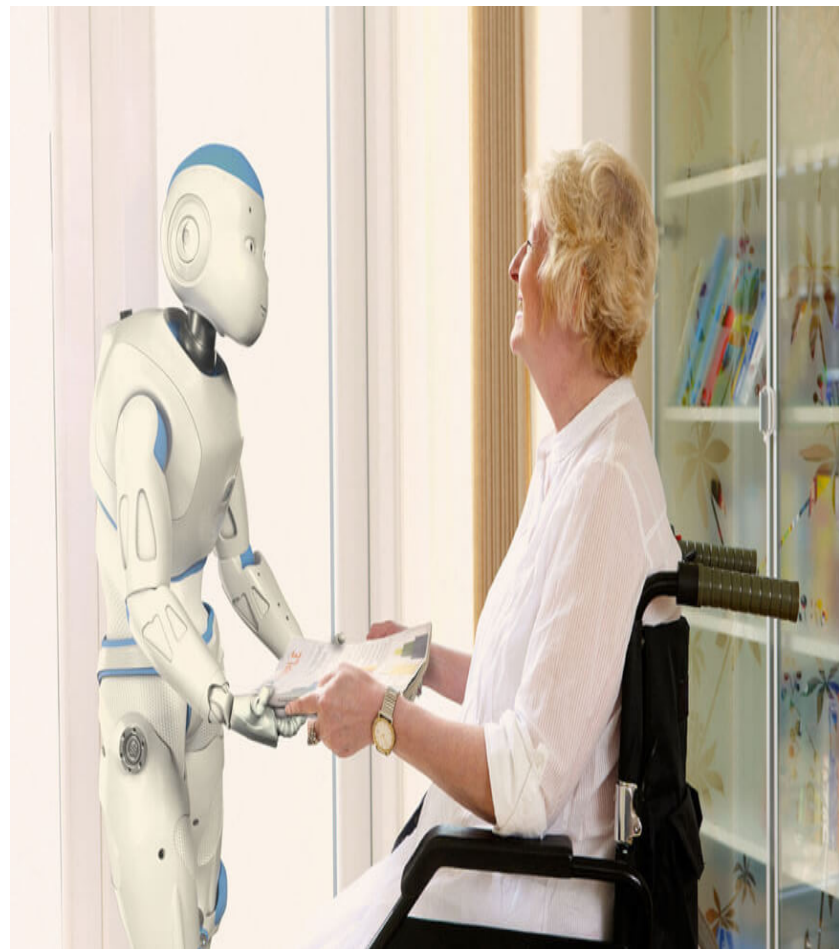
Ad closed by Google

Stop seeing this ad

Why this ad?

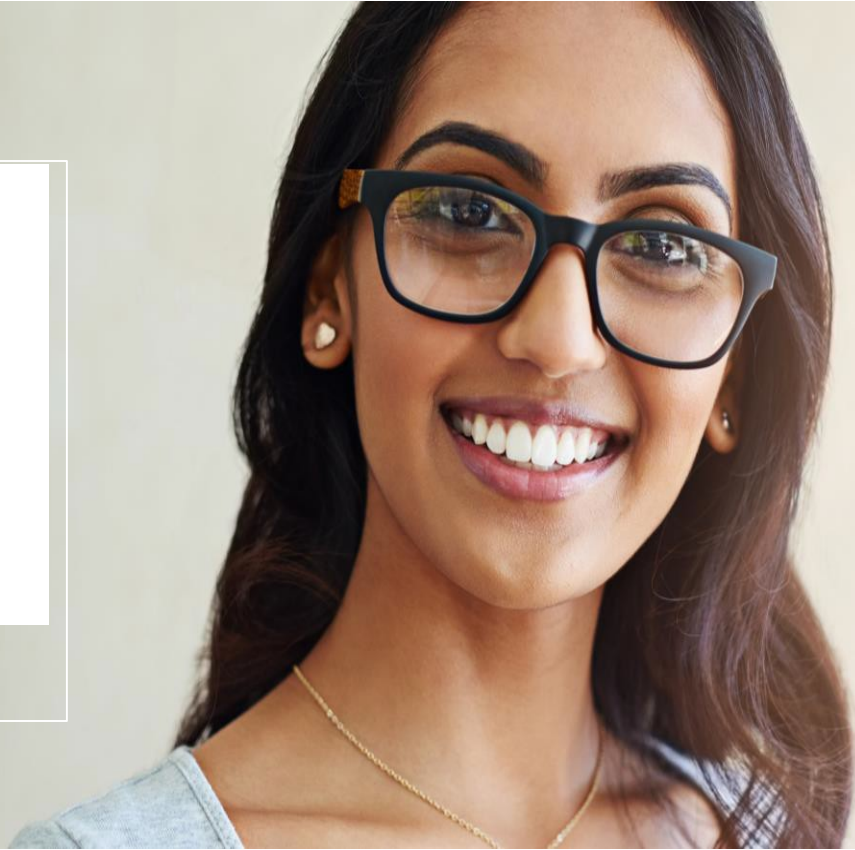






How Do We Evolve

?????





Follow

Dr. Mehmet Oz

@DrOz

Cardiac Surgeon and Host of The Dr. Oz Show

📍 New York, NY [🌐 doctoroz.com](https://www.doctoroz.com)

📅 Born on June 11

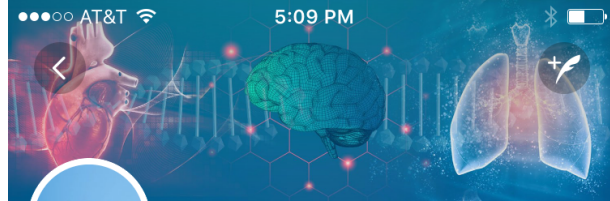
288 Following 4.1M Followers

Tweets Tweets & replies Media Likes

📌 Pinned Tweet



Dr. Mehmet Oz @DrOz · 9/12/18
Mark your calendars - Season 10 of The Dr. Oz Show premieres on Mon. 9/17! Tune in all week for hard-hitting investigations and interviews. I can't wait for you to see what we have in store!



Following

WebMD

@WebMD Follows you

WebMD and our medical team bring you the most trust-worthy and timely health news and information.

📍 USA [🌐 wb.md/2kilagk](https://www.webmd/2kilagk)

402 Following 3M Followers

Tweets Tweets & replies Media Likes



WebMD @WebMD · 9m
"Back in 2009, it appeared that there might be less than 150 brands of supplements that contain drugs. Now it's clear that there are well over 1,000 brands of supplements that contain active drugs." [wb.md/2IUeYnh](https://www.webmd/2IUeYnh)



Follow

Mayo Clinic

@MayoClinic

An integrated clinical practice, education and research institution specializing in treating patients. Account maintained by @MayoClinic/MCCSM.

📍 Minnesota, Florida, Arizona

[🌐 mayocl.in/web](https://www.mayoclinic.org/web)

1,805 Following 1.8M Followers

Tweets Tweets & replies Media Likes



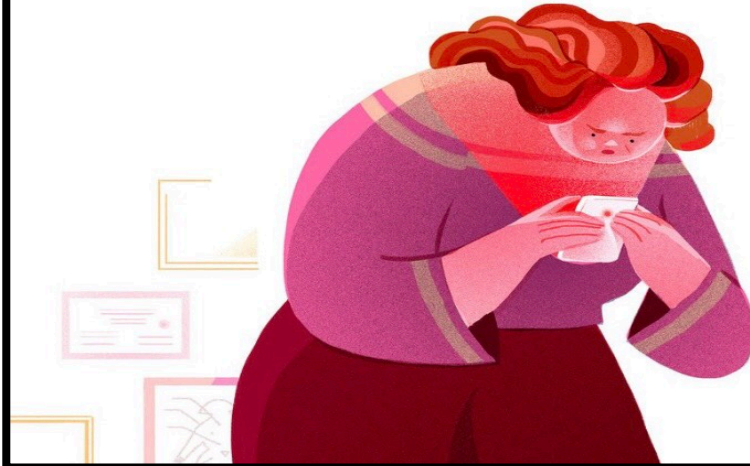
Mayo Clinic @MayoClinic · 1m
There are many benefits of eating a high-fiber diet. Here are some easy ideas for adding [#fiber](#) to your meals. [mayocl.in/2QPfTs5](https://www.mayoclinic.org/web/2QPfTs5)



Opinion

Dr. Google Is a Liar

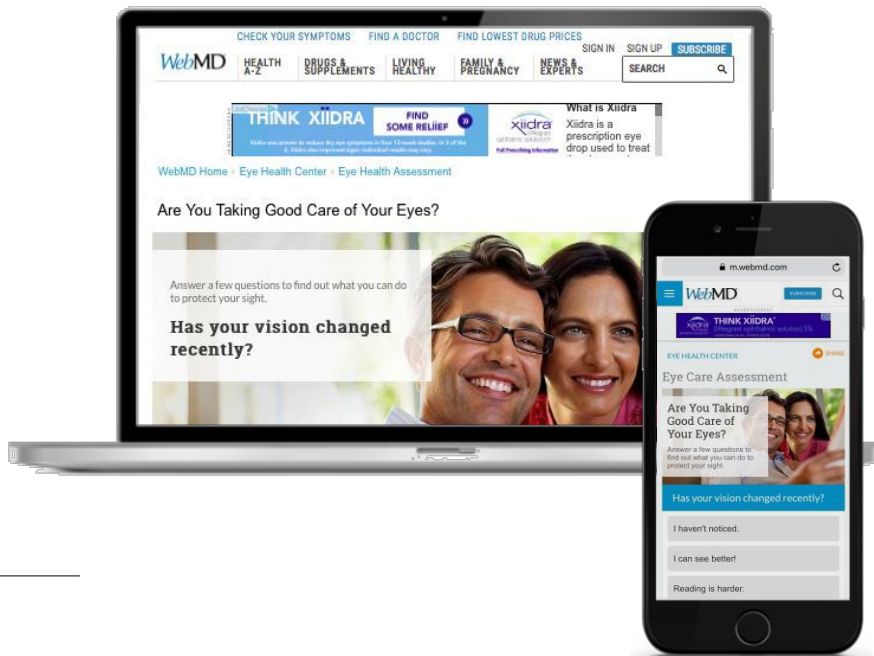
Fake news threatens our democracy. Fake medical news threatens our lives.





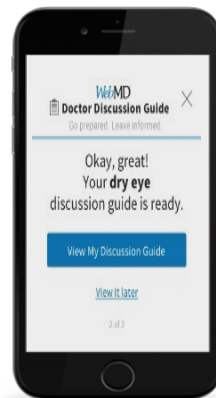
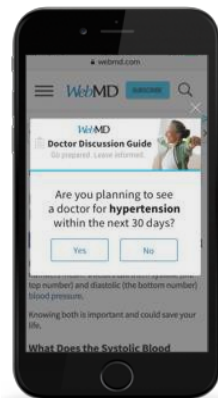
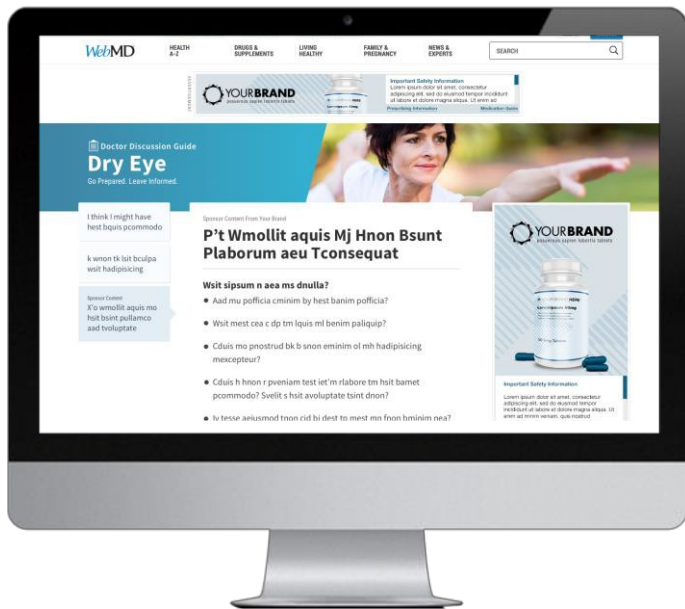
EDUCATE: PERSONALIZED HEALTH ASSESSMENTS

A PERSONALIZED EVALUATION
THAT EMPOWERS CONSUMERS
TO BETTER UNDERSTAND THEIR
HEALTH AND TAKE ACTION



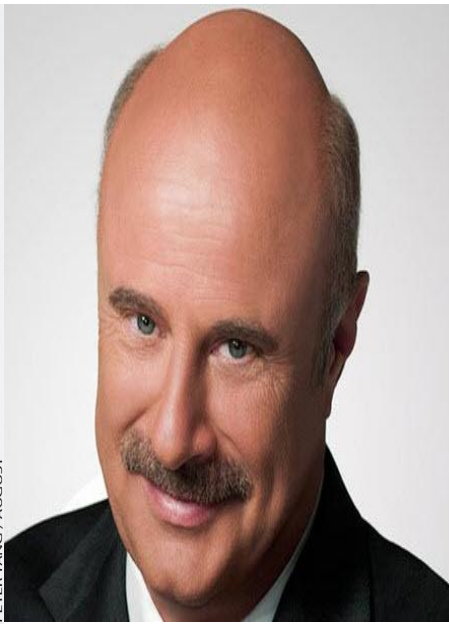
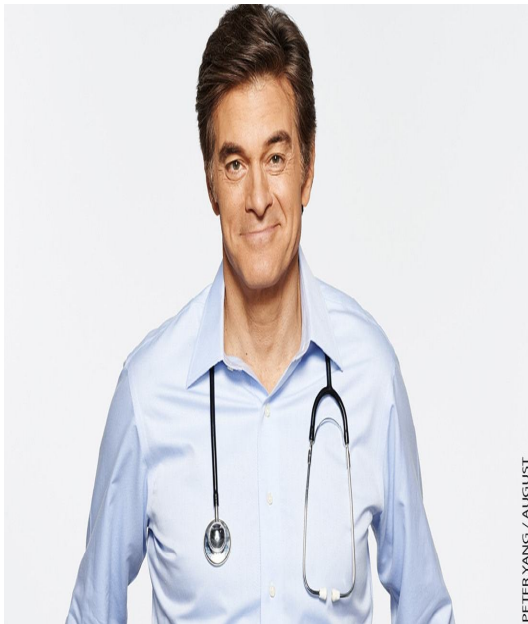
ENGAGE: DOCTOR DISCUSSION GUIDE

REACH THOSE PREPARING TO VISIT
THEIR EYE DOCTOR WITHIN THE NEXT
30 DAYS



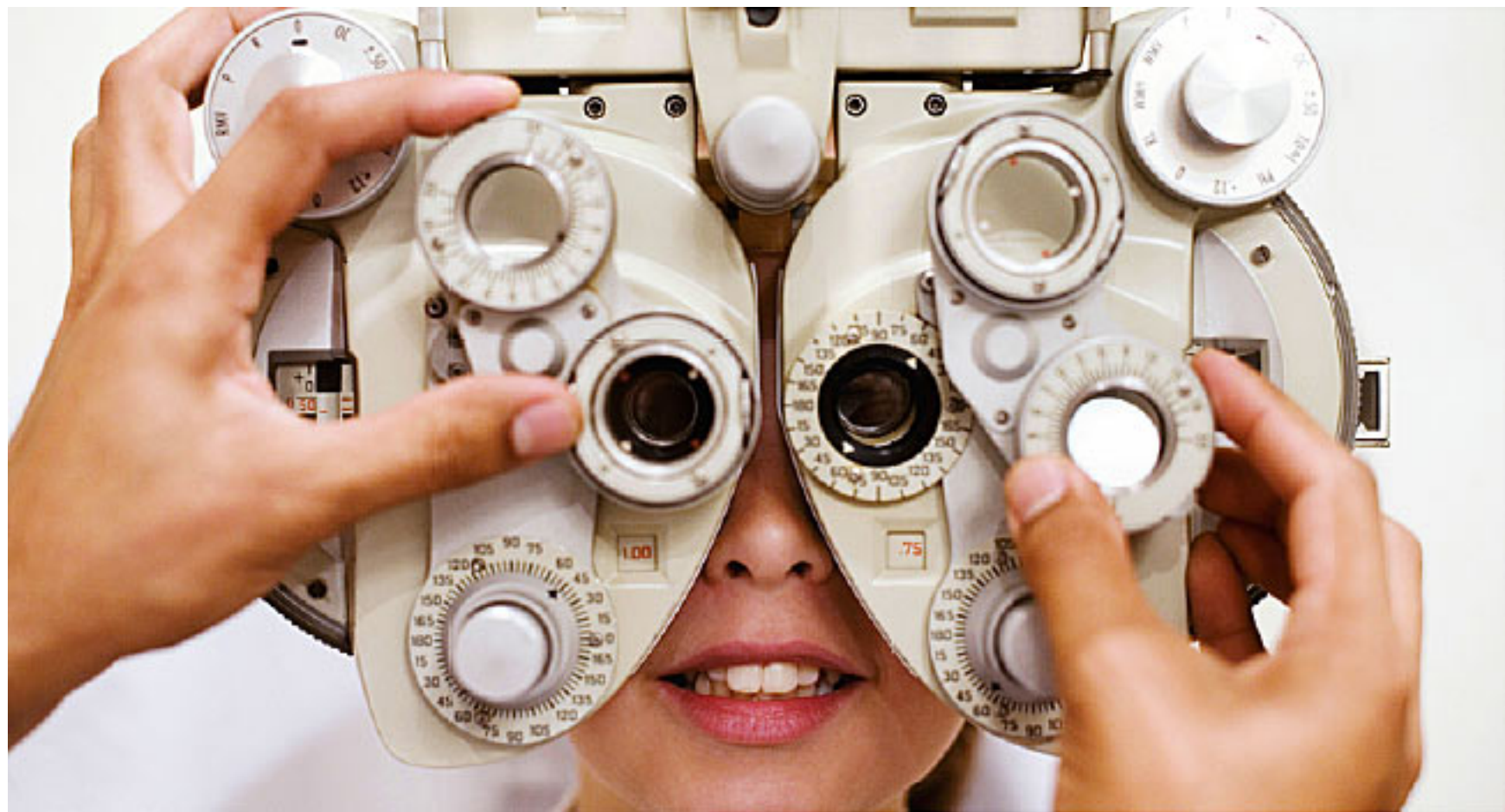
THOUGHT-LEADERSHIP

Who do consumers look to as an expert in eye care?



PETER YANG / AUGUST







jwhyte@webmd.net



[@DrJohnWhyte](https://twitter.com/DrJohnWhyte)

