

Research Reveals That Internet Has Become Primary Means by Which Consumers Access Health Information

Contacts:

Investors:

Risa Fisher

201-414-2002

rfisher@webmd.net

Media:

Jennifer Meyer

212-624-3912

jmeyer@webmd.net

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*Internet Viewed as Superior to Traditional Sources of Information
WebMD Medscape Health Network Emerges as Leader*

San Diego, CA (February 10, 2003) – WebMD Corporation (NASDAQ: HLTH) today released research findings that demonstrate that the Internet has become the primary source of health information for consumers, who spend more time looking for health information online than with any other media source and report higher satisfaction with online health information, particularly with information from WebMD. In addition, the research shows that for physicians, the Internet rivals traditional information sources in terms of utilization and satisfaction and counts for an increasing percentage of physicians' time. The WebMD Medscape Health Network has become an industry leading information source for both consumers and physicians.

The research, commissioned by WebMD and conducted in 2002 by independent marketing research firms Market Facts (now Synovate) and Manhattan Research, indicates that 52% of health-involved consumers use the Internet to seek health information, compared to television news programs at 44%, health magazines at 37%, magazine ads at 19% and television ads at 18%. For physicians, approximately 87% use the Internet in their practice. Unlike prior studies, this landmark research examines the Internet in direct comparison to a variety of traditional health and clinical information sources.

“For the first time, we have conclusive research that demonstrates that the Internet has become an indispensable resource for consumers and physicians accessing health and clinical information – online or offline,” said Roger Holstein, President, WebMD Corporation.

In fact, the WebMD Medscape Health Network has become the single largest source for health information, reaching approximately 18 million individuals on a monthly basis. Specifically, consumers are more satisfied with the health information they find online and at WebMD, compared to other media sources.

The Internet is also changing the way physicians access and use clinical information. When seeking clinical information, physicians are now as likely to go

to Medscape from WebMD, as they are the leading medical journals. Physicians view the Internet as superior to medical journals, detail representatives and conferences in terms of timeliness, comprehensiveness and providing the latest information about a specific drug or therapy. Medscape from WebMD has become the physician's primary source for online clinical information and continuing medical education (CME) and is highly rated in terms of satisfaction (88%) and credibility (97%).

“The Internet has become a powerful tool that enables physicians to more effectively practice medicine and allows consumers take a more active role in managing their health,” continued Mr. Holstein. “As Internet usage has grown, the WebMD Medscape Health Network has emerged as the market leader, with a reach of 72% of all consumers using the Internet for health and 67% of all practicing physicians.”

Data from a separate March 2002 BCG/Harris Interactive study of 400 physicians also support the conclusion that the Internet has become a vital information source for physicians. The study found that 96% of physicians are online, and that many of these physicians are using the Internet for activities that had been traditionally conducted offline. Approximately 90% of online physicians use the Internet to look for clinical information read journals (74%), talk with peers (63%), complete continuing medical education (CME) courses (58%) and attend conferences (42%).

As consumers and physicians spend more time online, the Internet has also had an increasingly significant influence on health and treatment decisions. The research revealed that after visiting WebMD, consumers are 2-3 times more likely to take an action such as visiting a physician and/or discussing specific conditions and treatment options compared to consumers who've seen pharmaceutical television commercials. From a physician perspective, those who are regular users of WebMD and Medscape from WebMD are twice as likely as their counterparts to report that the Internet has influenced their clinical practice, impacted their prescribing decisions, improved their knowledge of prescription medications and improved their communication with patients regarding their condition.

Research Method The marketing research commissioned by WebMD Health included a telephone study of a nationally representative sample of 1,501 consumers conducted in June/July 2002 by Market Facts (now Synovate) and a telephone study of a nationally representative sample of 300 practicing physicians in June/July 2002 by Manhattan Research. Additional research data comes from a May 2002 onsite survey conducted among 664 users of Medscape from WebMD.

About WebMD Medscape Health Network The WebMD Medscape Health Network reaches the largest audience of health-involved consumers and

clinically active healthcare professionals across WebMD Health, Medscape from WebMD, AOL Health with WebMD and MSN Health with WebMD. Viewed as the most trusted commercial health site by consumers and the site more physicians recommend to their colleagues than any other, WebMD's content is created and managed by an editorial staff of physicians, award-winning writers and patient educators, expert community moderators, user interface designers, medical illustrators and cutting-edge interactive producers. Our mission is to provide complete, objective and trustworthy information, tools and educational services to our members.

About WebMD

WebMD Corporation provides services that help physicians, consumers, providers and health plans navigate the complexity of the healthcare system. Our products and services streamline administrative and clinical processes, promote efficiency and reduce costs by facilitating information exchange, communication and electronic transactions between healthcare participants.

WebMD Medical Manager is the leading provider of physician practice management software and related services. WebMD Envoy is the leading provider of electronic data interchange services for healthcare providers and commercial health plans. WebMD Health is the leading provider of online information, educational services and communities for physicians and consumers.

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