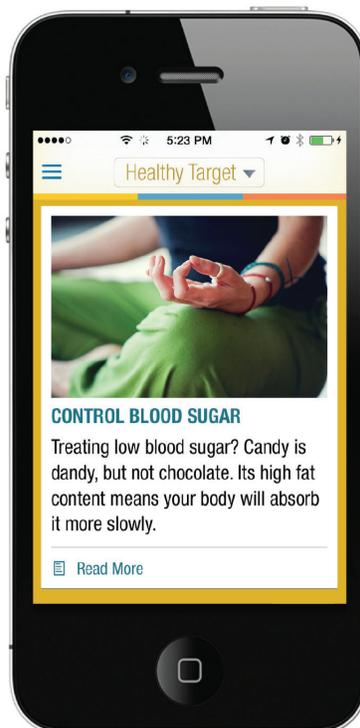


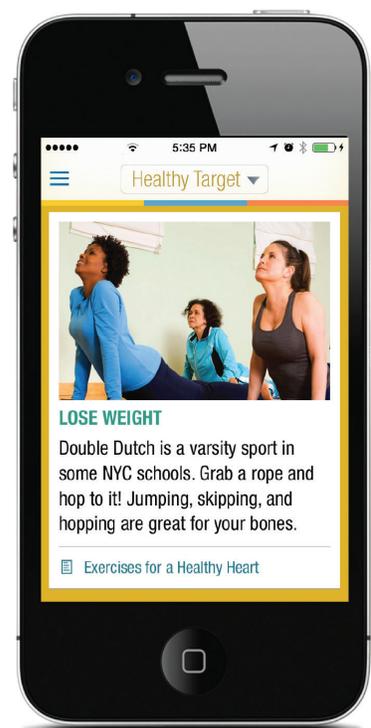
# WebMD<sup>®</sup> Healthy Target



General



Diabetes

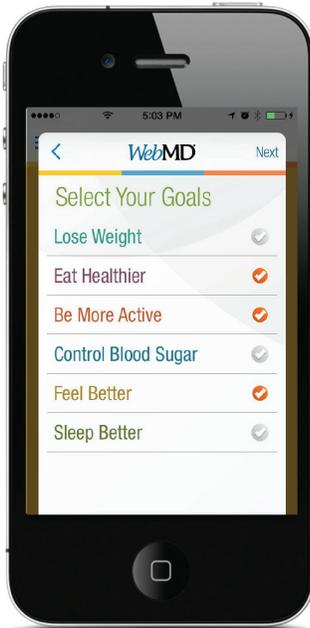


Weight Loss

WebMD's Healthy Target is an integrated health improvement program that works with some of the most popular wireless devices. Healthy Target enables users to customize individual fitness goals and provides advice and motivational encouragement to help people live more active, healthier lifestyles.



## WebMD Healthy Target features and functionalities include:



### Goal Setting

**Healthy Target** enables users to choose from six different goals:

- lose weight
- eat healthier
- be more active
- control blood sugar
- sleep better
- feel better

Once goals are selected, **Healthy Target** recommends three proven habits that can help users reach their goals. Goals can be added or changed at any time.

### Habit Intensity and Tracking

Each habit has three levels: easy, medium, and hard. Users start a new habit at the easy level — each habit lasting for one week — track their progress, and use reminders to help ensure they do their habits on a regular basis. They can change or restart their habits at any time. As they move further along the program, their healthy habits and wellness continue to grow.

### Data Understanding

Providing a complete summary of a user's biometric data, **Healthy Target** incorporates easy-to-understand visuals so users can clearly see changes in their sleep, step counts, weight, and blood sugar over time.

### Progress Report & Inspiration

In addition to daily snapshots that monitor progress, users receive weekly recaps that analyze their success towards achieving their goals measured against data provided. Beyond the assessment, users will receive personalized tips to encourage them to become more successful moving forward.

Consumers ready to take control of their health can learn more about **Healthy Target** by visiting [webmd.com/webmdapp](http://webmd.com/webmdapp) and downloading it from the App Store.

