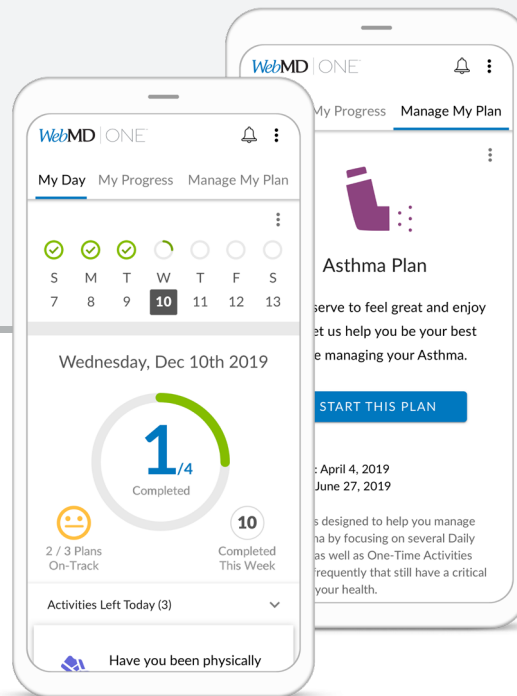


THE KEY TO LASTING BEHAVIOR CHANGE

Daily Habits



As the primary driver of behavior change within the WebMD ONE well-being experience, Daily Habits offers a personalized set of activities based on an individual's health information and personal interests, making it simple to stay engaged, make progress and accomplish well-being goals.

Behavior Change Experts

With more than 15 years of in-market product experience, WebMD Health Services has led the innovation curve in the digital well-being space since our inception. The user behavior and product interactions we have gathered during that time have informed the design of Daily Habits.

- Daily Habits is built upon a scientific behavioral change methodology developed in consultation with practicing physicians and clinicians.
- We combined the best elements of multiple theories of behavior change into a blended model.

A Unique Behavior Change Tool

Instead of requiring individuals to complete a specific form of exercise (such as running, for example), Daily Habits asks if they completed cardio and strength training exercise in a manner that is appropriate for their interests and skill level.

- To achieve their goal, individuals have the freedom to choose from a variety of activities and complete them in a way that suits their lifestyle.
- This open-ended, holistic approach to behavior change involves self-directed planning, action-based education and targeted user feedback.



A New Level of Accountability

Daily Habits holds individuals accountable to their goals in ways that reinforce meaningful behavior change. Reaching a goal requires real progress over time. Individuals must complete multiple activities in order to successfully achieve their goal.



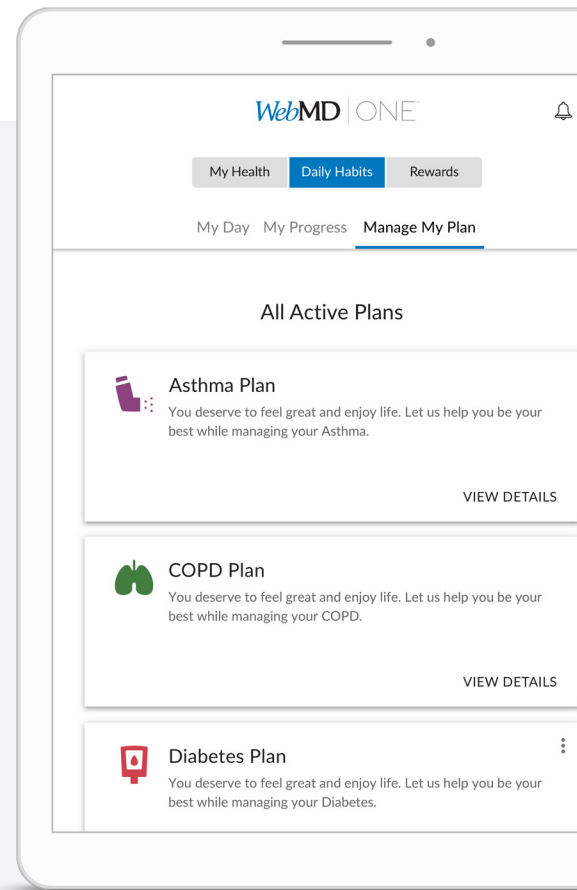
Measuring More Than Just Clicks

Daily Habits gathers information at baseline and again at goal completion to measure an individual's actual progress toward changing behavior, instead of simply tracking clicks during product interaction. Engagement is not a barometer for behavior change.



AVAILABLE GOALS

- Enjoy Exercise
- Balance Your Diet
- Keep Stress in Check
- Lose Weight
- Cope With the Blues
- Balanced Living
- Asthma
- Stay Connected
- Back Health
- Diabetes
- Coronary Artery Disease
- Chronic Obstructive Pulmonary Disease (COPD)
- Heart Failure
- Hypertension
- Quit Tobacco
- Sleep Well
- Balanced Living (for Seniors)



To learn more about the best methodologies for individuals to achieve lasting behavior change, visit webmdhealthservices.com.