

# WebMD<sup>®</sup> Care

**From Content to Care:** WebMD Launches WebMD Care, connecting consumers to healthcare professionals



## Introduction / Key Message



A WebMD / Vitals Enhanced Profile enables medical professionals to promote themselves to the largest “ready-to-buy” audience of consumers seeking medical care. The powerful consumer brand trust of WebMD combined with the massive audience of more than **16 million people seeking medical care each month** creates an effective channel to attract new local patients, build a strong online reputation, and make medical practices easily found across search engines.

## Benefits of WebMD & Vitals

**WebMD**

- WebMD is the #1 Health Brands Network on the Internet
- WebMD is a household name that people know and trust
- 1 in 4 U.S. Adults use WebMD each month
- 3X more page views than the next competitor

**vitals**

- Over 16 million visitors to our physician directories each month
- 3 out of 4 patients use online reviews to find a new doctor
- Vitals.com has over 3 million patient reviews & 11 million physician ratings
- 85% of Vitals users see a doctor within 30 days

## How Enhanced Profiles Attract New Patients

- Maintain top of page placement in your local area for your specialty
- Drive traffic from searches on WebMD & Vitals and directly from Google Search
- Distinguish yourself from your competition
- Gain a higher percentage of your industry marketplace
- Increase maximum online exposure up to a 25 mile radius around your practice


The screenshot displays a WebMD Care search results page for 'General Medical' in Los Angeles, CA 90045. The search results are filtered by 'Best Match' within a 25-mile radius. The top result is a sponsored profile for John Smith, MD, an Anesthesiologist, Family Medicine, and General Practice physician. The profile includes a 3.9-star rating from 39 reviews, 20 years of experience, and a 'Request Appointment' button with a phone number (555) 345-2346. Below the sponsored profile, three other doctors are listed: Forster Chhean (8 years experience, 7.17 miles), Wossen Belachew (7.69 miles), and Gladys Martin (7.43 miles). Each listing includes a profile picture, name, specialty, experience, distance, and a brief bio.

## Be Featured on Your Competitors' Profiles


- Display your practice on the local **competitors' basic profiles**
- Remove banner ads as well as promotions for other local providers from your profile page

**FEATURED PROVIDERS NEAR YOU**

**SPONSORED RESULT**

 **John Smith, MD**  
Family Medicine, General Practice  
20 Years Experience  
✓ Accepting New Patients  
★★★★☆ 39

**SPONSORED RESULT**

 **Matt Green, MD**  
Family Medicine, General Practice  
41 Years Experience  
✓ Accepting New Patients  
★★★★☆ 22

WebMD Care

Search doctors, conditions, or procedures  
General Medical

Zip Code or City, State  
Los Angeles, CA 90045

**Mike Miller, MD** [Is this you?](#) [Claim your profile](#)

Anesthesiology • Family Medicine • General Practice • General Surgery

★★★★☆ 39 [Leave a review](#)

**Main Street Medical Clinic**  
555 Main Street, Los Angeles, CA 90047 2 other locations  
(555) 345 2346

OVERVIEW EXPERIENCE RATINGS AND REVIEWS INSURANCES OFFICE INFORMATION

**FEATURED PROVIDERS NEAR YOU**

Mon 9:00 am - 5:00 pm  
Tue 9:00 am - 5:00 pm  
Wed 9:00 am - 5:00 pm  
Thu 9:00 am - 5:00 pm  
Fri 9:00 am - 5:00 pm  
Sat Closed  
Sun Closed

29 Years Experience

✓ Accepting New Patients

✓ Accepts Medicare

✓ Accepts Medicaid

**Languages Spoken**  
Spanish  
English

**SPECIALTIES**  
Anesthesiology  
Family Medicine  
General Practice

## A Look Inside an Enhanced Profile

- WebMD Enhanced Profile features appointment request forms that sends HIPPA Compliant requests directly to your inbox
- Comprehensive call tracking allows you to view how many incoming calls have been received from your Enhanced Profile
- 'Visit Website' links are included on your Enhanced Profile for maximum SEO benefits

The screenshot displays a WebMD Care profile for Dr. Elie Levine. At the top, there is a navigation bar with 'WebMD Care' on the left and 'DENTIST', 'HOSPITAL', 'PHARMACY', and 'INSURANCE' on the right. Below this is a search bar with the text 'Search doctors, conditions, or procedures' and 'General Medical' entered. To the right of the search bar, it shows 'Zip Code or City, State' as 'Los Angeles, CA 90045'. The main profile header features a circular profile picture of Dr. Elie Levine, his name 'Dr. Elie Levine' with a 4-star rating and '4 Leave a review' link, and the text 'Plastic Surgery'. Below the header, there is a green checkmark indicating 'Accepting New Patients' and the address 'Plastic Surgery & Dermatology of NYC, 35A E 84th St, New York, NY, 10028'. Three prominent buttons are visible: 'Request Appointment' in a blue pill-shaped button, a phone icon with the number '(888) 906-9049' in a light blue pill-shaped button, and 'Visit Website' in a white pill-shaped button with a blue border. Below these buttons is a horizontal navigation menu with tabs for 'OVERVIEW', 'EXPERIENCE', 'RATINGS AND REVIEWS', 'INSURANCES', and 'OFFICE INFORMATION'. The 'OVERVIEW' tab is selected. The main content area is divided into two columns. The left column contains a 'DESCRIPTION' section with a paragraph about Dr. Levine's expertise in plastic surgery, followed by 'CONDITIONS TREATED' (Skin Cancer) and 'PROCEDURES PERFORMED' (Breast Reconstruction, Breast Reduction, Rhinoplasty, Botox). The right column contains a '19 Years Experience' icon, a 'Visit Website' link with a globe icon, and a 'Languages Spoken' section listing 'English'.

## Improve Your Search Engine Ranking on Google



- The average patient diagnoses themselves online first
- 95% of users do not click on page 2 on Google
- WebMD ranks on Page 1 for your specialities
- WebMD's Domain Authority score is 94/100

### We rank on Page 1 on Google for:

**Drug Addiction**

**Psychiatry**

**PTSD**

**Mental Illness**

**And many others!**

## WebMD's Domain Authority Score

### Other Industry Related Domain Authority Scores

Zocdoc - 71 DA Score

Healthgrades- 71 DA Score

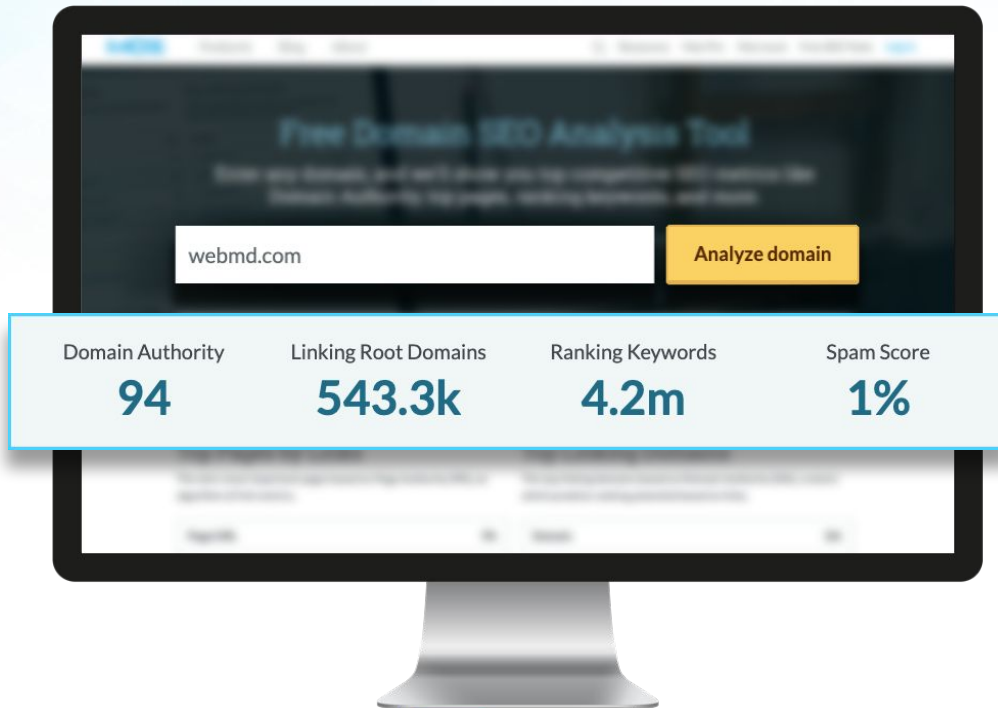
Real Self - 70 DA Score

Vitals - 65 DA Score

Yelp- 93 DA Score

Ratemd- 62 DA Score

According to Moz.com **MOZ**





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