



# Ignite Growth Platform Product Guide

V1.0

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This Product Guide describes the functionality and features of the WebMD Ignite Growth Platform.

## WebMD Ignite Services

WebMD Ignite offers cloud-based Services that include access to Modules, Data, Analytics, and Integrations that address corresponding use cases. WebMD Ignite Services may include:

- Solutions to benefit consumer and patient acquisition and retention efforts
- Healthcare websites to provide web content management and personalized digital experiences
- Insights solutions to assist market exploration, audience creation, and reporting

WebMD Ignite Services can be delivered through the Salesforce Health Cloud Platform via our built-in connectors. Any fees associated with WebMD Ignite Services delivered on Salesforce are not included and must be purchased from Salesforce by the Customer directly.

Service	Units	Description
<b>Consumer Directory with Individual Patient Match</b>	Household(s)	<p>Access to consumer data for a quantity of households in a defined geography. WebMD Ignite Services includes matching and curation services to create and enhance an overall Patient record.</p> <p>Unlimited use of the data associated with the households in the defined geography is included for the defined Service Term. Any records with updated fields, as a consequence of customer-submitted data or engagement activities run through the application, may be retained by the Customer indefinitely.</p> <p>An additional fee will be incurred if a Customer's instance includes a greater number of Consumer households than were initially licensed. WebMD Ignite will audit the number of households in a Customer's instance at least annually. If the number of households exceeds licensed amounts, WebMD Ignite will give the Customer the option to remove households from the Customer's instance for the next contractual year or pay an additional fee.</p>
Clinical Propensity Models	Fee	Models projecting the likelihood of individuals to require or seek particular health care services or treatments. Models are applied to all consumer and patient records in the Customer's instance, updated in alignment with Customer submission of new data



		and/or each record is updated annually (minimally). Includes access to all generally available Models.
Audience Insights	Module(s)	Identification and creation of audiences most applicable to the engagement or strategic effort by applying WebMD Ignite proprietary Clinical Propensity Models, in combination with clinical, demographic, and consumer criteria. Selections can be refined and segmented into audience groups via query-builder language, and real-time results are visualized using map-based dashboards.
Campaign Workflow (CWF)	Module(s)	Tools and workflows for organizing an omni-channel campaign. Related workflows support linking target audiences, tactics, assets, and budget – across channels and vendors – to an overarching campaign effort. Centralized details streamline the resources, operations, and reporting related to engagement efforts.
Campaign Performance Insights (CPI)	Module(s)	Provides operational and performance insights through several interactive dashboards. Metrics include: marketing leads generated by the campaign, new vs total patients, cost per lead, revenue/contribution margin generated, and return on investment. Drill-down views include breakdown by channel, facility, and procedure, including detail by tactic, channel, and vendor.
Market Planner Insights: Consumer Profiler + Service Line Assessment	Module(s)	Exploration of consumer datasets by geography and service line to analyze macro views into market dynamics and business opportunities. Analysis additionally includes views of related patient demographics and encounter details by clinical area. Outputs drive identification of consumer segments to engage.



\*\*Salesforce products (Service Cloud, Sales Cloud, Health Cloud, Data Storage, Shield, Marketing Cloud, Sandbox, etc.) are not included with WebMD Ignite Services. Customers must contract with Salesforce directly for these products.

**Note:** This Product Guide is subject to change as product features are added and modified. As product releases occur, the Product Guide will be updated and release notes made available.

