



Patient Navigation of Digital Platforms

John Whyte, MD, MPH
Chief Medical Officer, WebMD
July 26, 2024

A billion health-related queries a day!

1,000,000,000

10 9 8 7 6 5 4 3 2 1

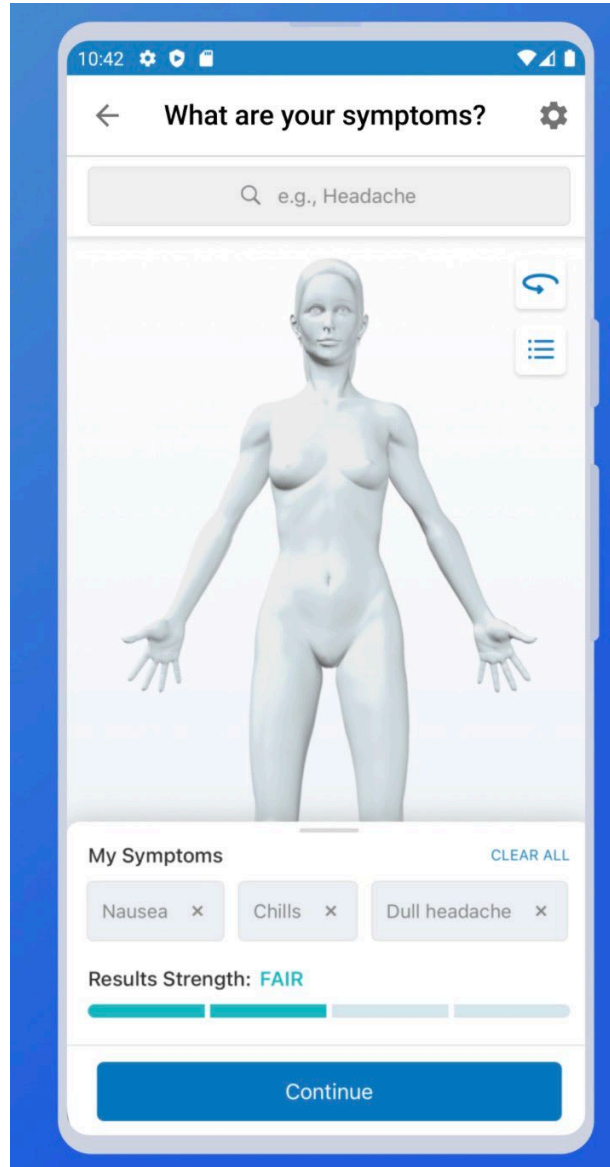
One Billion

SEARCH HAS CHANGED



Search





New Ways of “Search”





THE MOST POPULAR PROFESSIONS, ACCORDING TO TIKTOK

Based on the number of TikTok views for each profession's hashtag

1



Doctor

61.5B

2



Teacher

61.3B

3



Nurse

41.7B

4



Chef

35.1B

5

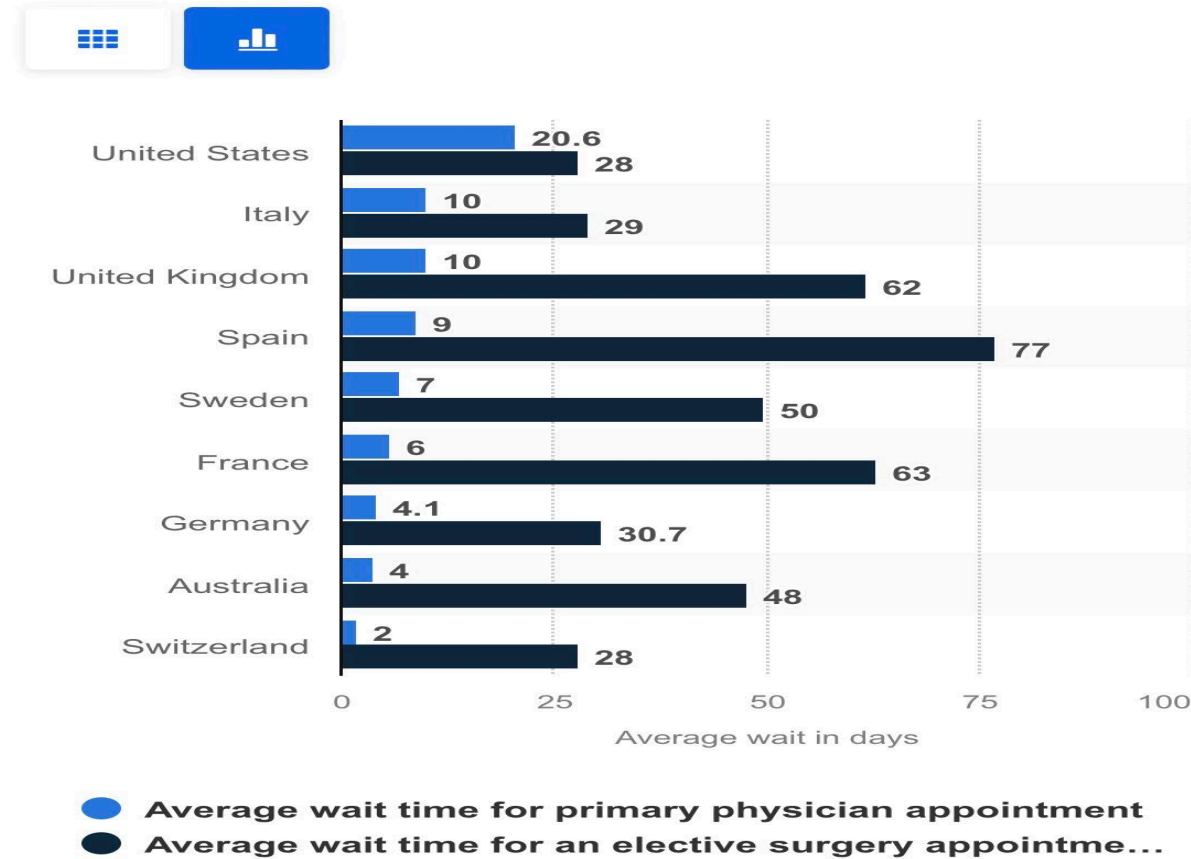


Dentist

32.8B



**Average wait time for a primary physician
and an elective surgery appointment in
selected countries worldwide as of 2023**
(in days)



50 !

Sense of Community

Filters

City ▾

Near Me

Public Groups

My



Living with Diabetes
Public · 33K members

Join



Diabetes Cure without Medicine
Public · 68K members · 10+ posts a day

Join



Diabetes Support Group
Private · 25K members · 2 posts a day

Join



Indian Diabetics
Public · 14K members · 8 posts a month

Join



Diabetic Support Group
Public · 2K members · 10+ posts a day

Join



Diabetes Cure Naturally
Public · 20K members · 2 posts a day



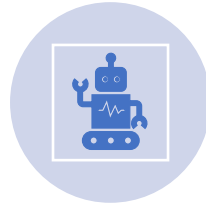
THE CHANGING HEALTH CONSUMER EXPERIENCE



CONNECTIVITY



CONVENIENCE



CONTROL



COST

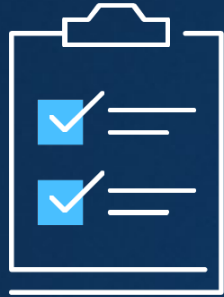


BRINGING CARE TO THE PATIENT





Self-Care



\$11B

The global self testing market is
forecasted to reach a valuation
of \$11B by 2030

 **LabCorp**

 **23andMe**

 **EverlyWell[®]**

Walgreens



STD Complete Test

Screen for 8 of the most
common high risk sexually
transmitted diseases*

For in vitro diagnostic use

PRIVATE

Test all alone

FAST

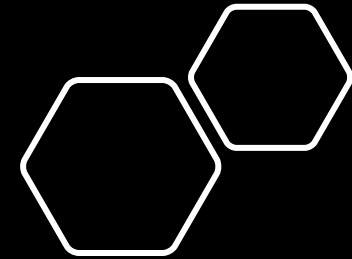
Results in 15-20 min
in lab

FREE

Physician
consultation
for positive and
abnormal results†



1 KIT



THE WEARABLE TECH MARKET IS PROJECTED TO GROW
TO **\$64 BILLION** BY 2024 – **THAT'S UP 137%** FROM 2019

