



Digital Health Education Content Development and Sourcing Policy

WebMD Ignite's commitment is to provide clients and their end users with accurate, timely, and easy-to-understand digital health education content. We focus on diseases, conditions, tests, and procedures. Our goal is to promote understanding and management of health conditions. WebMD Ignite is dedicated to developing health education that is evidence-based, easy to understand, and focused on improving health outcomes.

Our health education content is developed by a highly skilled team of medical authors, editors, and reviewers, including clinicians whose experience or expertise aligns with the content area under development. . We aim to develop content consistent with evidence-based medicine and nationally accepted guidelines and standards of practice. WebMD Ignite's methods include, but are not limited to, reviewing journal articles, practice guidelines, and subscription databases; consulting with medical experts and client clinical subject matter experts; and attending health care association meetings and conferences with both practitioners and end users of our products.

Content Development Process

The content development process begins with careful planning and comprehensive research. Each content topic is approached collaboratively, involving clinicians and editorial team members who define the scope and direction. Research is based on peer-reviewed journals, clinical practice guidelines, and trusted medical databases. The involvement of medical research staff, as needed, ensures the inclusion of relevant and up-to-date evidence. This research foundation ensures that all content adheres to nationally or internationally recognized medical standards and is grounded in evidence-based medicine.

Writing and Initial Review

Once the planning and research phases are complete, the writing and initial review begin. During this phase, health professionals, writers, and editors work closely to draft content that reflects accurate medical information and meets health literacy and accessibility standards. The content is written in plain language to be easily understood by users with varying levels of health literacy , and supports behavior change principles to aid decision-making. The editorial review at this stage ensures the content aligns with organizational style guidelines and corrects readability issues, grammar errors, and formatting inconsistencies.

Our health education content adheres to WebMD Ignite's editorial style guide and is developed for a range of reading levels based on audience and topic requirements. In addition to readability, WebMD Ignite focuses on health literacy. We create content using the Centers for Medicare and Medicaid Services (CMS) Toolkit and the Plain Language and Training Resources provided by the National Institutes of Health. We have also developed our own resources, such as a Style Guide, Equity and Inclusion Guidelines, Accessibility Guidelines, and a Plain Language Tips and Glossary.

Multimedia content supports a low-literacy reading level through medical illustrations and a diverse selection of multimedia formats. We also strive to use language and imagery that is relevant, respectful, and inclusive of a diverse audience. We do this by using an appropriate tone for the subject matter, avoiding insensitive or stigmatizing language, avoiding assumptions, using gender-inclusive language, and including imagery that reflects a wide range of ages, skin colors, genders, and body types.

We are also committed to making our content accessible to all users and meeting national and international accessibility standards. We develop and maintain our consumer-facing solutions to meet WCAG 2.1 A and AA standards, as well as Section 508 of the Rehabilitation Act. Web accessibility means that websites, tools, and technologies are designed and developed to be accessible to people with disabilities. This includes people who have visual, auditory, physical, speech,



cognitive, language, learning, and neurological impairments. Key accessibility features include alt text for images, screen reader support, video accessibility, plain language, and language diversity. By following these guidelines, we not only meet but exceed accessibility standards to ensure people with disabilities can fully engage with our content.

While Artificial Intelligence (AI) tools may be used to assist with content development processes, the organization takes care to ensure that AI does not compromise the quality or integrity of the content. Human oversight remains central to maintaining high standards of accuracy and relevance, with clinical and editorial teams closely managing the content development process.

Digital Health Education Content Authors and Reviewers

We employ a highly skilled team of medical authors, editors, and reviewers. Most reviewers are independent contractors and licensed clinicians, including physicians, nurses, and allied health professionals. Our medical writers are experienced in developing patient education materials for hospitals, health systems, private organizations, and professional organizations.

Our licensed and clinically experienced medical reviewers ensure that content is evidence-based and that recommendations on a given topic are consistent across all related content. To ensure accurate and accessible content, we have an in-house team that includes:

- Licensed clinicians
- Medical researchers
- Medical writers
- Medical editors
- Certified medical illustrators
- Multimedia production staff
- Project managers

All individuals involved in the content development process are required to follow strict conflict-of-interest guidelines to prevent potential bias or commercial influence on the information presented. This ensures that content remains objective, unbiased, and focused on delivering accurate, evidence-based health information.

For background information on our medical reviewers and health content developers, please see our policy for [Digital Health Education Content Authors and Reviewers](#).

Digital Health Education Content Development and Sourcing

Our digital health education content development process adheres to an evidence-based approach that integrates clinical expertise, patient preferences, and the latest research findings. Content is sourced from peer-reviewed journals, clinical practice guidelines, and proprietary databases such as the Cochrane Library. This ensures that all information is up-to-date and reflects current practices in the medical field.

Our self-management and interactive tools, such as calculators, condition-related risk assessments, quizzes and multimedia content (including animations) are all considered health content. This content is medically accurate in its information, visual representations, and data interactions. Standards and requirements that guide the creation of health content also inform the development process.

Throughout the creation process for multimedia content and self-management/interactive tools, there are several script and content reviews conducted by our content team. During production, the content team reviews multiple visual beta versions of products developed by graphic artists, animators, and programmers. During each step of the process, the



content team has multiple opportunities to ensure the medical accuracy of the final product. All interactive multimedia content undergoes user testing by the staff and consumer users.

Great importance is placed on visuals. Our imagery is used to:

- **Bridge learning barriers:** Visuals support understanding across languages and literacy levels.
- **Convey key messages and actionable next steps:** Images reinforce key content.
- **Tie content and audience together:** Visuals provide real-life examples and incorporate diverse and inclusive representation.

Note: Content may be hosted on WebMD Ignite servers, client servers, or delivered via web services or manual syndication. Revisions to licensed health content are permitted using a specific administrative tool provided to clients; however, any modified content, by the client, will not be considered URAC-accredited.

Evidence-based Sources Used for Content Development and Maintenance

Content is developed using trusted sources, including clinical textbooks and databases, peer-reviewed journals, and clinical practice guidelines from major medical organizations, such as the American Heart Association and the American Academy of Pediatrics. Multimedia content, such as animations and self-management tools, undergoes thorough testing to ensure it is medically accurate and meets educational objectives.

Publications Regularly Reviewed for Content Development

To ensure the medical accuracy and consistency of WebMD Ignite’s consumer health content, the organization continuously monitors a range of evidence-based sources, including clinical practice guidelines issued by the organizations presented below. This is not an exhaustive list.

Academy of Breastfeeding Medicine	American Society of Radiation Oncology
Academy of Nutrition and Dietetics	American Society of Regional Anesthesia and Pain Management
Advisory Committee on Immunization Practices	American Society of Temporomandibular Joint Surgeons (ASTMJS)
Agency for Healthcare Research and Quality	American Speech-Language-Hearing Association
Alzheimer’s Association	American Stroke Association
American Academy of Allergy, Asthma & Immunology	American Thoracic Society
American Academy of Audiology	American Thyroid Association
American Academy of Child and Adolescent Psychiatry	American Urological Association
American Academy of Dermatology	American Venous Forum

American Academy of Emergency Medicine	Association of Women's Health, Obstetric and Neonatal Nurses
American Academy of Facial Plastic and Reconstructive Surgery	Asthma and Allergy Foundation of America
American Academy of Family Physicians	Bone Health & Osteoporosis Foundation
American Academy of General Dentistry	Brain Trauma Foundation
American Academy of Neurology	British Association of Dermatologists
American Academy of Ophthalmology	British Menopause Society
American Academy of Orthopaedic Surgeons	British Society for Rheumatology
American Academy of Otolaryngic Allergy	British Society of Gastroenterology
American Academy of Otolaryngology-Head and Neck Surgery	British Thoracic Society
American Academy of Pain Medicine	Canadian Academy of Sport and Exercise Medicine
American Academy of Pediatric Dentistry	Canadian Association for Interventional Radiology
American Academy of Pediatrics	Canadian Association of Oral and Maxillofacial Surgeons
American Academy of Physical Medicine and Rehabilitation	Canadian Association of Radiologists
American Academy of Sleep Medicine	Canadian Cardiovascular Society
American Association for Respiratory Care	Diabetes Canada
American Association for the Study of Liver Diseases	Canadian Headache Society
American Association for Thoracic Surgery	Canadian Heart Rhythm Society
American Association of Cardiovascular and Pulmonary Rehabilitation	Canadian Medical Association
American Association of Clinical Endocrinologists	Canadian Paediatric Society
Association of Diabetes Care & Education Specialists	Canadian Pain Society
American Association of Endodontists	Canadian Task Force on Preventive Health Care
American Association of Neurological Surgeons	Centers for Disease Control and Prevention
American Association of Neuroscience Nurses	Centers for Medicare & Medicaid Services
American Association of Oral and Maxillofacial Surgeons	Concussion in Sport Group

American Association of Orthodontists	Emergency Nurses Association
American Association of Pediatric Ophthalmology and Strabismus	Endocrine Society
American Cancer Society	Global Initiative for Asthma (GINA)
American Chronic Pain Association	Global Initiative for Chronic Obstructive Lung Disease
American College of Allergy, Asthma and Immunology	Heart Rhythm Society
American College of Cardiology	Infectious Diseases Society of America
American College of Chest Physicians (CHEST)	National Academy of Medicine
American College of Clinical Pharmacy	Joint Commission
American College of Critical Care Medicine	Joint Council of Allergy, Asthma, and Immunology
American College of Emergency Physicians	Joint Task Force on Practice Parameters
American College of Foot and Ankle Surgeons	Kidney Disease: Improving Global Outcomes (KDIGO)
American College of Gastroenterology	SHAPE America (Society of Health and Physical Educators)
American College of Obstetricians and Gynecologists	National Asthma Education and Prevention Program
American College of Physicians	National Cancer Institute
American College of Preventive Medicine	National Cholesterol Education Program
American College of Prosthodontists	National Heart, Lung, and Blood Institute
American College of Radiology	National Institute for Health and Care Excellence (NICE)
American College of Rheumatology	National Institute of Allergy and Infectious Diseases
American College of Sports Medicine	National Institute of Diabetes and Digestive and Kidney Diseases
American College of Surgeons	National Institute of Mental Health
American Dental Association	National Institute on Aging
American Diabetes Association	National Institute on Alcohol Abuse and Alcoholism
American Epilepsy Society	National Institute on Drug Abuse
American Gastroenterological Association	National Institutes of Health

American Geriatrics Society	National Kidney Foundation
American Head and Neck Society	National Lipid Association
American Heart Association	The Menopause Society
American Institute of Ultrasound in Medicine	North American Society for Pediatric Gastroenterology, Hepatology and Nutrition
American Laryngological, Rhinological and Otological Society	Obesity Society
American Lung Association	Oncology Nursing Society
American Medical Association	Pediatric Infectious Diseases Society
American Occupational Therapy Association	Royal College of Obstetricians and Gynecologists
American Optometric Association	Royal College of Radiologists
American Osteopathic Association	Society for Cardiovascular Angiography and Interventions
American Physical Therapy Association	Society for Maternal-Fetal Medicine
American Podiatric Medical Association	Society for Vascular Surgery
American Psychiatric Association	Society of American Gastrointestinal and Endoscopic Surgeons
American Psychological Association	Society of Cardiovascular Anesthesiologists
American Rhinologic Society	Society of Critical Care Medicine
American Society for Colposcopy and Cervical Pathology	Society of Interventional Radiology
American Society for Gastrointestinal Endoscopy	Society of Obstetricians and Gynaecologists of Canada
American Society for Metabolic and Bariatric Surgery	Society of Thoracic Surgeons
American Society for Parenteral and Enteral Nutrition	Substance Abuse and Mental Health Services Administration
American Society for Pediatric Gastroenterology, Hepatology, and Nutrition	U.S. Department of Defense
American Society for Reproductive Medicine	U.S. Department of Health and Human Services
American Society of Addiction Medicine	U.S. Department of Justice

American Society of Anesthesiologists	U.S. Department of Veterans Affairs
American Society of Cataract and Refractive Surgery	U.S. Environmental Protection Agency
American Society of Clinical Oncology	U.S. Food and Drug Administration
American Society of Colon and Rectal Surgeons	U.S. Multi-Society Task Force on Colorectal Cancer
American Society of Echocardiography	U.S. Department of Agriculture
American Society of Hematology	U.S. Preventive Services Task Force
American Society of Interventional Pain Physicians	U.S. Public Health Service
American Society of Nephrology	Veterans Health Administration
American Society of Neuroradiology	World Health Organization
American Society of Nuclear Cardiology	World Heart Federation
American Society of Pediatric Otolaryngology	Wound, Ostomy and Continence Nurses Society
American Society of Plastic Surgeons	

General Inquiries or Feedback about our Health Content

To contact us, please email the Ignite Support Team at comments@webmd.net or call 1-800-706-9646 (Select option #1) between the hours of: 8am-5pm CST.

A response acknowledging client or consumer feedback emails will be sent within 24 hours on business days.

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