



Quality Management Accreditation Council

Purpose

The Quality Management Accreditation Council (QMAC) for The StayWell Company, LLC, Krames LLC, and Ignite Healthwise LLC, branded as part of WebMD Ignite, maintains a commitment to and is charged with:

- Ensuring the development and maintenance of all digital health education content and self-management tools adhere to internal policies, procedures, and accreditation and certification standards and guidelines. This includes ensuring medical reviews and content sourcing and development processes are aligned with these accreditation standards.
- Providing oversight of the quality management program.
- Analyzing and applying guidelines, principles, and ethical standards to all accreditation and quality assurance monitoring activities.

Council Members

The council is composed of subject matter experts across multiple teams, including content, clinical, and product advisors. It also includes ad hoc council members, depending on the subject matter, such as compliance and privacy officers or advisors and legal representatives.

- Council members actively participate in QMAC efforts, focusing on safeguarding the quality of the site and maintaining adherence to established standards and principles.
 - Compliance Leadership and Security Officer Support are not required to attend all meetings.
 - This job role ensures that the company operates in accordance with applicable laws, regulations, and accreditation and certification requirements. It supports a culture of honesty and integrity, upholds high ethical and professional standards, and helps prevent unauthorized use or disclosure of PHI/PII and other sensitive information. It also focuses on identifying compliance risks early, ensuring timely corrective actions, and maintaining trust with clients, participants, and employees.
 - Additional individuals may be invited to participate in QMAC meetings for broader context or exposure. The committee may also commission subcommittees to address specific needs.
- Members may designate a qualified delegate. (The delegate will have the same voting rights as the member who is unable to attend the meeting.) The member must communicate the designee's name to the Chairperson.
- QMAC members have decision-making authority and voting rights. At least 51% of voting members must be present or participating to constitute a quorum.

Scope of Responsibilities and Administration

The council meets online or by e-vote at least bi-annually to:

- Oversee the development, implementation, and maintenance of a quality management program and its effectiveness in integrating quality issues affecting end-user experience and content review practices, including:
 - Define the goals, objectives, and performance indicators for the program.
 - Review, analyze, and respond to client and end-user feedback, comments, complaints, and

operational indicators (e.g. application uptime), as outlined by accreditation bodies and directed by the QMAC.

- o Oversee the design and implementation of strategies and activities to monitor progress toward key performance indicators and goals, and execute corrective interventions.
- o Oversee quality assurance and quality improvement efforts and analysis.
- Provide direction and approval for new, updated, or retired accreditations or certifications.
- Provide guidance to teams on policies (e.g. requirements) and processes to support accreditations and certifications, including those committed to for clients.
- Review, update, and maintain policies and procedures to ensure professional, operational, and ethical standards for digital health education content and support accreditation and certification requirements. These include, but are not limited to, policies covering content development, risk management, and health equity.
- Gather guidance from subject matter expert's guidance on which documentation fulfills accreditation and certification requirements.
- Analyze and interpret accreditation and certification requirements and provide guidance on how they apply to the business.
- Ensure accreditation and certification readiness for the various organizations based on their standards and guidelines. These currently are limited to URAC, NCQA and state Medicaid programs.
- Facilitate the execution of assigned quality management action items.
- Review materials and documentation. All materials and documentation will be maintained in a centralized location that is accessible to all members or designee. Documentation will be provided to the members or designees approximately two weeks prior to the meeting.

Our QMAC Members

ROLE	SW/K/HW – NAME	SW/K/HW – TITLE
Chairperson	Petra Cervino	Accreditation Manager
Content & Editorial: Leadership	Sara Green	VP, Content Operations & AI Innovation
Customer Experience	Krystle Bouck	VP, Customer Experience
Digital Health Content (Editorial)	Eileen Ellig	Senior Editor
Marketing	Jenny Haas	Project Manager - Marketing
Medical Advisors	Stacey Wojcik, RN	Clinical Content Coordinator
Privacy Officer/Advisor	Clifton Fels	Senior Corporate Counsel
Product Team: Leadership	John Baisch	Sr. Director Product Management
Security & Compliance Leadership	Jim Shank	VP of Security

Reviewed, Revised and Approved by the Quality Management Accreditation Council: July 2026