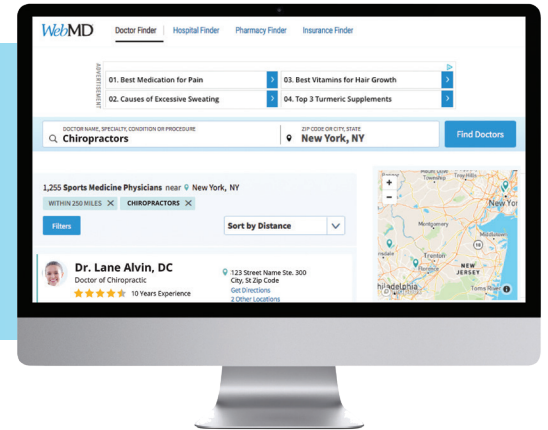




ONLINE CHIRO

WebMD Enhanced Profile



Grow Your Practice on the #1 Health Network

TOP Placement on WebMD and Vitals Search Results Pages

LEAD New Patients Directly to Your Practice

PLACEMENT on Competitor's Profiles

IMPROVE Your Position in Organic Google Search Results

- Access to an Audience on World's Top Online Health Brands
- Over 15 million people per month use the WebMD and Vitals Directory to find healthcare professionals
- Capture leads through phone calls and online appointment requests
- WebMD and Vitals profiles often show up at the top of organic Google search results
- Your enhanced profile page does not display competitors or ads

WebMD Enhanced Profiles

WebMD and Vitals.com comprise the most popular online source for finding healthcare professionals. With an enhanced profile, you can earn top search results, competitive placement, and rich profiles that lead new patients directly to your practice.

WebMD
Enhanced Profiles

- The leader in healthy living information
- #1 reach of any healthsite

vitals

- Largest source of doctor ratings and reviews online
- 85% of Vitals users see their doctor within 30 days of their visit

Did You Know?

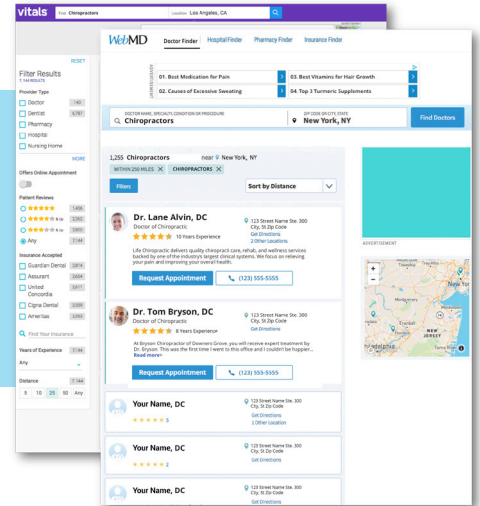
1 in 4

U.S. adults use
WebMD each month.



ONLINE CHIRO

WebMD Enhanced Profile



Frequently Asked Questions

Q: WHEN DOES MY LISTING SHOW UP ON SEARCH RESULT PAGES?

A: Your listing shows up in one of the top 3 placements on Search Result Pages for people that search for your specialty who are within approximately 10 miles of your office.

Q: WILL MY LISTING ALWAYS SHOW UP AT THE TOP OF THE PAGE?

A: There may be times where your listing does not show up. This can occur when there are multiple Enhanced Listings in the same specialty and geographic area. In that case, we will rotate the listings and will monitor performance (for example, views of each listing) to ensure that all listings are getting strong visibility.

Q: CAN I USE MY OWN PHONE NUMBER?

A: You may choose to publish your own phone number instead of the call-tracking number. However, if you do so, we will not be able to track the calls coming to you from WebMD.

Q: IF I BUY AN ENHANCED LISTING, DOES THAT MEAN I LOSE MY LISTING IN THE ORGANIC RESULTS?

A: No, you keep your listing in the organic results, and get featured placement at the top of the page.

Q: HOW DO I ADD OR EDIT INFORMATION ON MY PROFILE?

A: Contact one of our customer support specialists who will help you customize your profile. You may call (888) 848-8931 or email providersupport@webmd.com

Q: HOW WILL WE RECEIVE THE APPOINTMENT REQUESTS?

A: Via email to the email address you provide.

Q: HOW MANY LEADS WILL I BE ABLE TO GENERATE VIA THE WEBMD ENHANCED PROFILES?

A: There is no guarantee on number of leads. However, as a Charter Enhanced Profile client, you will have premier position with very little competition to capture leads coming to WebMD.

Q: IS THERE A LEAD CREDIT POLICY FOR LEADS OR APPOINTMENT REQUESTS WHO DO NOT SHOW UP? OR FOR INVALID LEADS/APPOINTMENT REQUESTS?

A: Since this is not a Pay per Lead program, we do not credit for appointments that do not show up, or for someone that contacts your practice but that is not a lead (for example, an existing patient finding your phone number on WebMD).