

WebMD Health Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

WebMD Health Corp. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between WebMD Health Corp. and its competitors. This provides our Clients with a clear understanding of WebMD Health Corp. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about WebMD Health Corp. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for WebMD Health Corp.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The WebMD Health Corp. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes WebMD Health Corp. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of WebMD Health Corp. business.

About WebMD Health Corp.

WebMD Health Corp. provides health information services to consumers, physicians and other healthcare professionals, employers and health plans through public and private online portals and health-focused publications.

The company's public portals for consumers enable them to obtain health and wellness information (including information on specific diseases or conditions), check symptoms, locate physicians, store individual healthcare information, receive periodic e-newsletters on topics of individual interest and participate in online communities.

The company provides mobile health information applications for use by consumers and physicians. In addition, the company offers clients of its private portals telephonic health coaching services on a per participant basis across an employee or plan population.

Public Portals

The WebMD Health Network includes www.WebMD.com (which is sometimes referred to as WebMD Health), primary public portal for consumers, and www.Medscape.com (which is sometimes referred to as Medscape from WebMD), primary public portal for physicians and other healthcare professionals, as well as other sites through which the

company provides branded health and wellness content, tools and services and select third party sites that WebMD supports. In 2009, The WebMD Health Network had an average of approximately 61 million users per month and generated approximately six billion aggregate page views, and WebMDOwned sites.

The company's content offerings for consumers include access to health and wellness news articles and features and decision-support services that help them make informed decisions about treatment options, health risks and healthcare providers. Medscape from WebMD and other portals for healthcare professionals help them improve their clinical knowledge and practice of medicine. The original content of professional sites, which includes daily medical news, commentary, conference coverage, expert columns and CME activities, is written by authors from clinical and academic institutions and edited and managed by in-house editorial staff.

Private Portals

The company's private portal services enable employees and health plan members to make more informed treatment and provider decisions. It provides a personalized user experience by integrating individual user data (including personal health information) and plan-specific data from employer or health plan clients with decision-support applications and personal communication services.

The company also integrates into its private portals much of the content that it makes available through public portals. Its private portal applications are accessed through a client's Web site or intranet and provide access for employees and plan members. The company also offers telephone coaching services on a per participant basis across a population (employer or plan).

Decision-Support Services and Other Online Tools

The company's decision-support services and other online tools help consumers make decisions about treatment options, health risks and healthcare providers, and assist consumers in their management and monitoring, on an ongoing basis, of personal health goals, specific conditions and treatment regimens.

WebMD the Magazine

WebMD the Magazine is delivered to physicians in the United States for use in their office waiting rooms and reaches consumers before they meet with their physicians.

This allows sponsors to extend their advertising reach and to deliver their message when consumers are actively engaged in the healthcare process, and allows extending the WebMD brand into offline channels. The editorial format of WebMD the Magazine is specifically designed for the physician's waiting room. Its editorial features and interactive format of assessments, quizzes and questions are designed to inform consumers about important health and wellness topics.

Professional Portals

Medscape from WebMD: Medscape from WebMD (www.medscape.com) enables physicians and other healthcare professionals to stay abreast of the latest clinical information through access to resources that include medical news relating to a variety of special

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.

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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3×3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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