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David Vinson Named President and Chief Executive Officer at WorldDoc

eHealth Industry Leader to Drive Strategic Expansion and Innovation

Las Vegas, NV, August 1, 2011 – WorldDoc, Inc. announced today the recent appointment of David Vinson as President and Chief Executive Officer (CEO). Effective June 1, 2011, David assumed the leadership of WorldDoc’s overall strategic direction and day-to-day operations.

David has been involved in the executive leadership of the eHealth industry for over 20 years, most recently as a Senior Vice President at WebMD Health Services where he led the payer division. Prior to that he served as President & CEO of Optate, a leading provider of consumer decision support applications. Optate was acquired by WebMD in May of 2003. In addition, David was one of the original co-founders of HealthMedia, a behavioral change technology organization acquired by Johnson & Johnson in 2008.

“Increasingly, market leaders will be those who can quickly adapt to and integrate emerging solutions, ensuring clients always have access to tailored, best in class solutions. After months of evaluating several leading companies in the market, I am excited to guide WorldDoc’s talented team. WorldDoc has the core systems and technologies in place and the size and flexibility to adapt and grow effectively in an evolving market,” said David Vinson.

Rahul Singal, MD, who has led the organization for the past ten years, will continue to support WorldDoc in the capacity of an advisor. “I have known and respected David Vinson’s consumer centric vision and leadership in the eHealth industry for the past 10 years and look forward to working with him and the Board of Directors as a strategic advisor to help guide WorldDoc to its next level of evolution,” said Rahul Singal, MD.

David and the WorldDoc team will work towards optimizing the value delivered to all stakeholders through the strategic expansion and innovation of solutions and services centered on a personal and social engagement framework. In the coming months, we will further define this renewed vision and purpose with our key strategic partners and will propel WorldDoc into a market defined leadership position.

About WorldDoc, Inc.

WorldDoc, Inc. provides consumer care management systems to health plans, third party administrators (TPAs) and employers. WorldDoc’s fully integrated product suite empowers individuals to make better health care decisions leading to decreased costs and improved health. WorldDoc’s solutions integrate an individual’s health risk assessment (HRA), medical and pharmacy claims, laboratory test results and biometric data to provide a comprehensive care management solution that includes personalized medical goals, care gap identification and secure, personalized, actionable programs and communications. WorldDoc’s complete integration of a patient’s health information provides a more personalized solution that increases member engagement. The company’s solutions contribute to effectiveness and cost savings in the areas of demand and disease management, pharmacy cost containment and disease prevention. For more information, visit www.worlddoc.com.

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