

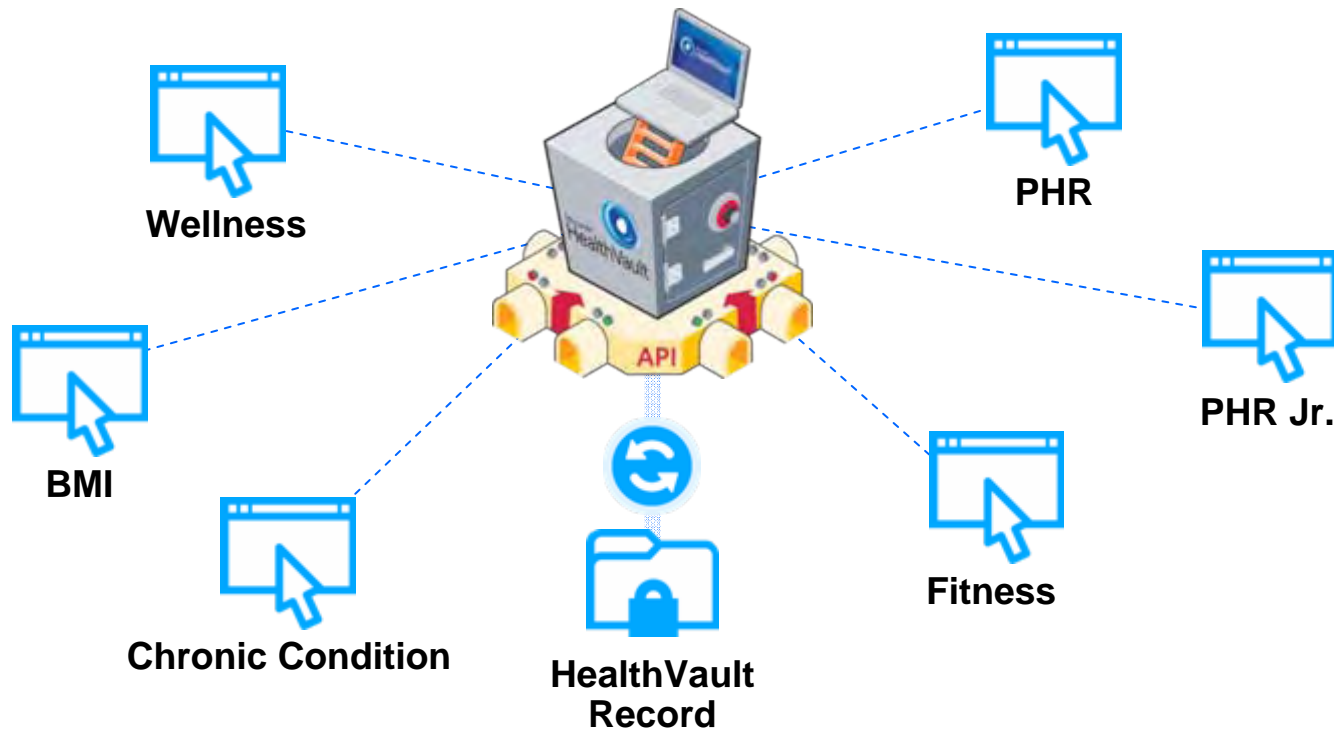
The Consumer-centered Ecosystem



HealthVault is NOT a PHR



- HealthVault is a way for individuals to collect, store, and share their health information
- It is a shared data platform that allows multiple applications to work with a person's health data to improve health management and outcomes



HealthVault = PayPal for health information



PayPalTM

PayPal is a financial transaction platform that allows you to store and share your banking information with thousands of online retail applications.

- Primary user relationship is with the online retail application
- Consumer trust is important for users of PayPal
- Consumer-centric data exchange platform



Microsoft[®]
HealthVault[™]

HealthVault is a health information platform that allows you to store and share your health information with thousands of online health applications.

- Primary user relationship is with the online health application
- Consumer trust is important for users of HealthVault
- Consumer-centric data exchange platform

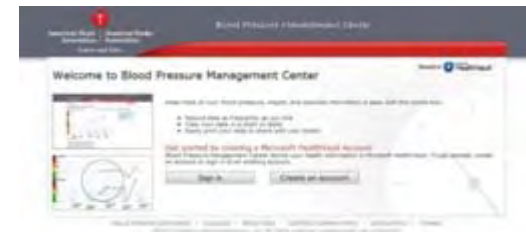
Both: Primary experiences are via partners



PayPal™



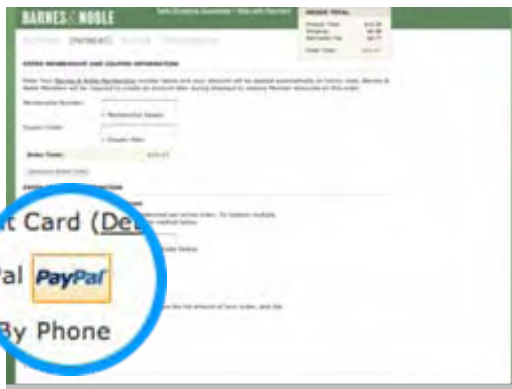
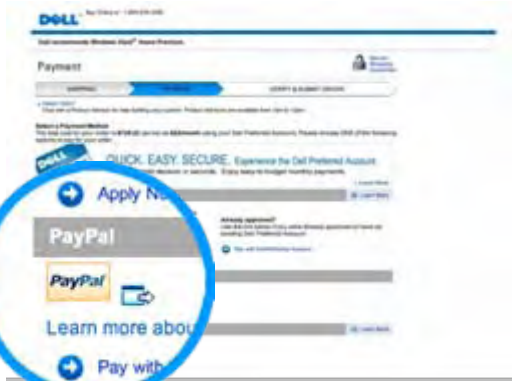
Microsoft® HealthVault™



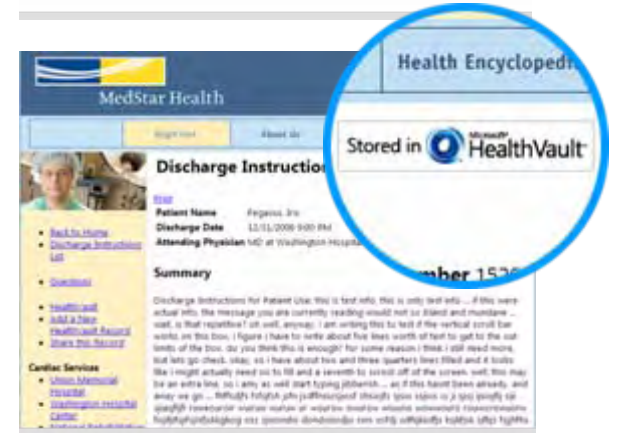
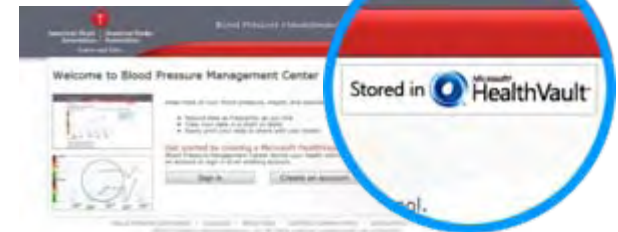
Both: Ingredient brands, driving functionality



PayPal™



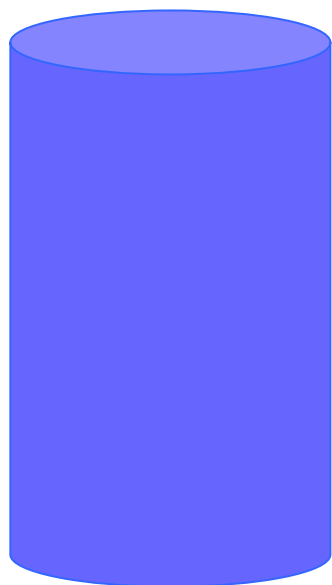
Microsoft® HealthVault™



Both: Just the information you want to share...



PayPal™



All of your financial data



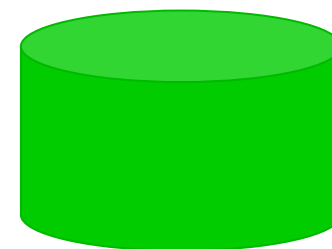
Your financial data stored on PayPal



Microsoft®
HealthVault™



All of your health data



Your health data stored on HealthVault

Both: “Plumbing” that enables partner innovation



PayPal™



Microsoft: A tradition of “Bit Plumbing” :-)

