

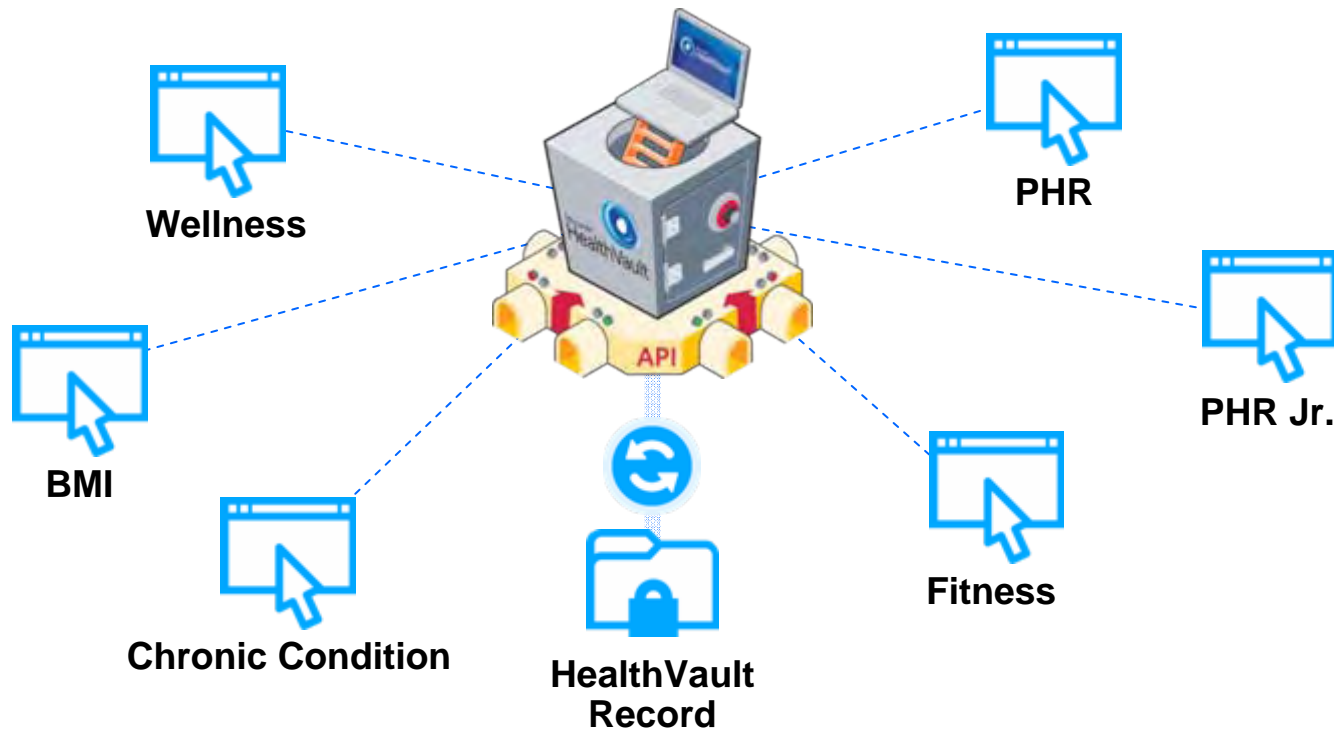
# The Consumer-centered Ecosystem



# 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



**PayPal**<sup>™</sup>

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<sup>®</sup>  
**HealthVault**<sup>™</sup>

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™



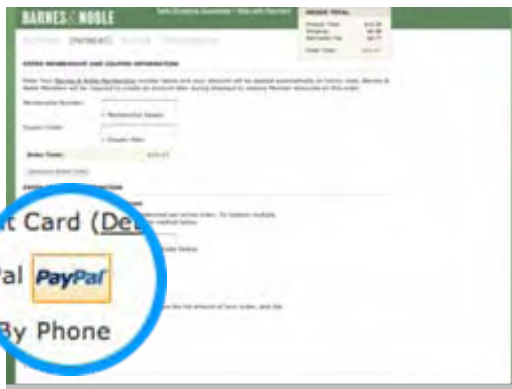
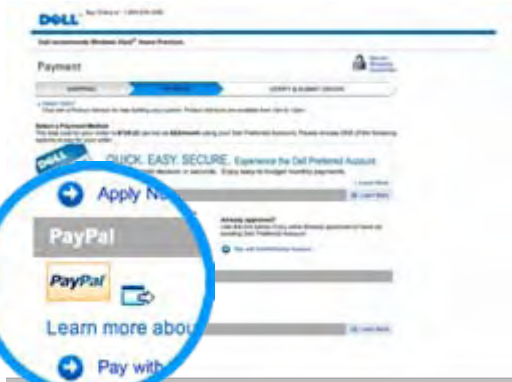
# Microsoft® HealthVault™



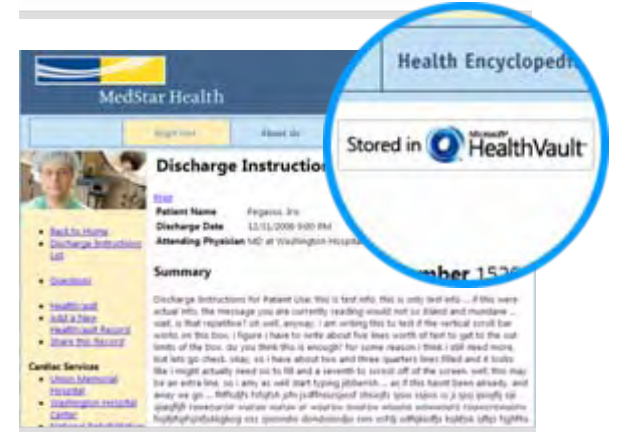
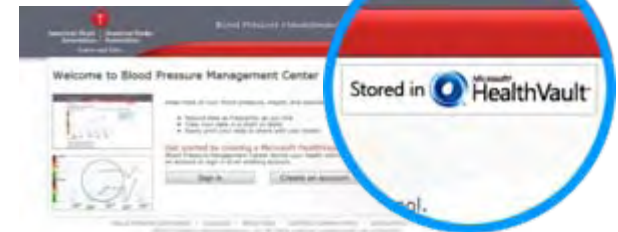
# Both: Ingredient brands, driving functionality



# PayPal™



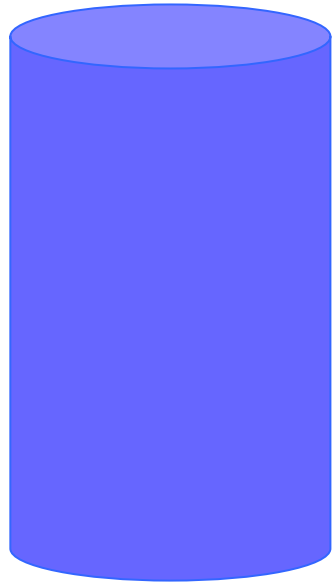
# Microsoft® HealthVault™



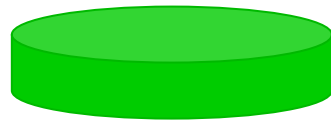
# Both: Just the information you want to share...



**PayPal**<sup>™</sup>



All of your financial data



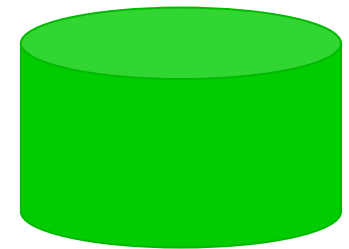
Your financial data stored on PayPal



Microsoft<sup>®</sup>  
**HealthVault**<sup>™</sup>



All of your health data



Your health data stored on HealthVault

# Both: “Plumbing” that enables partner innovation



**PayPal™**



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

