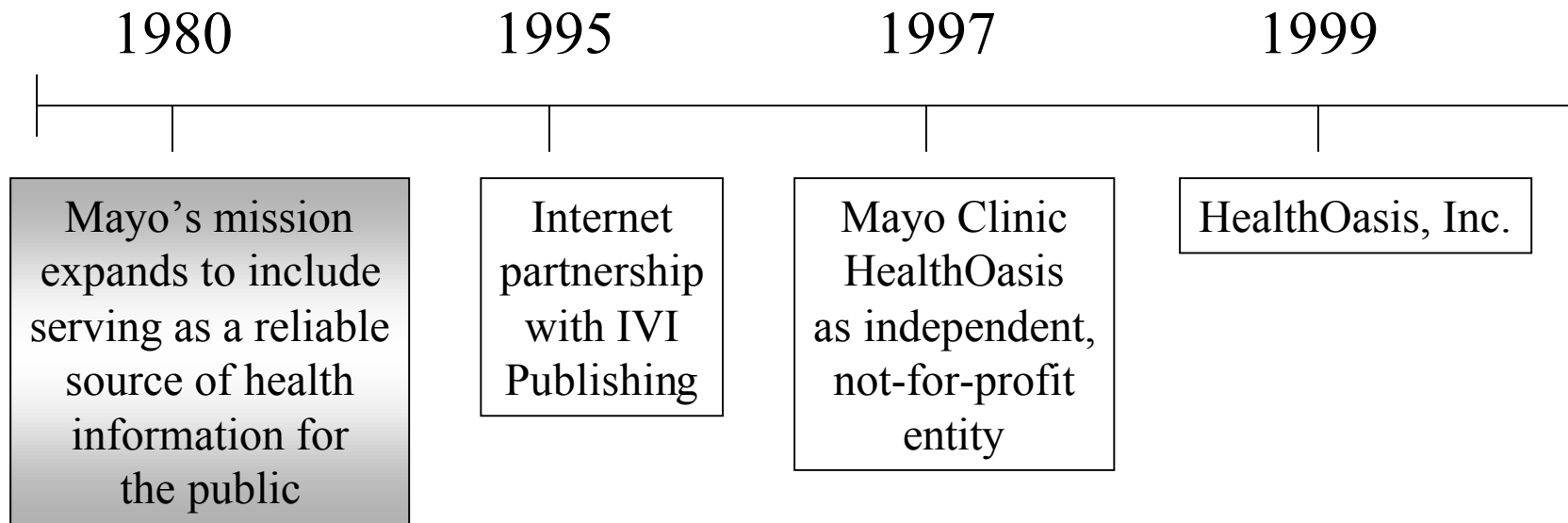


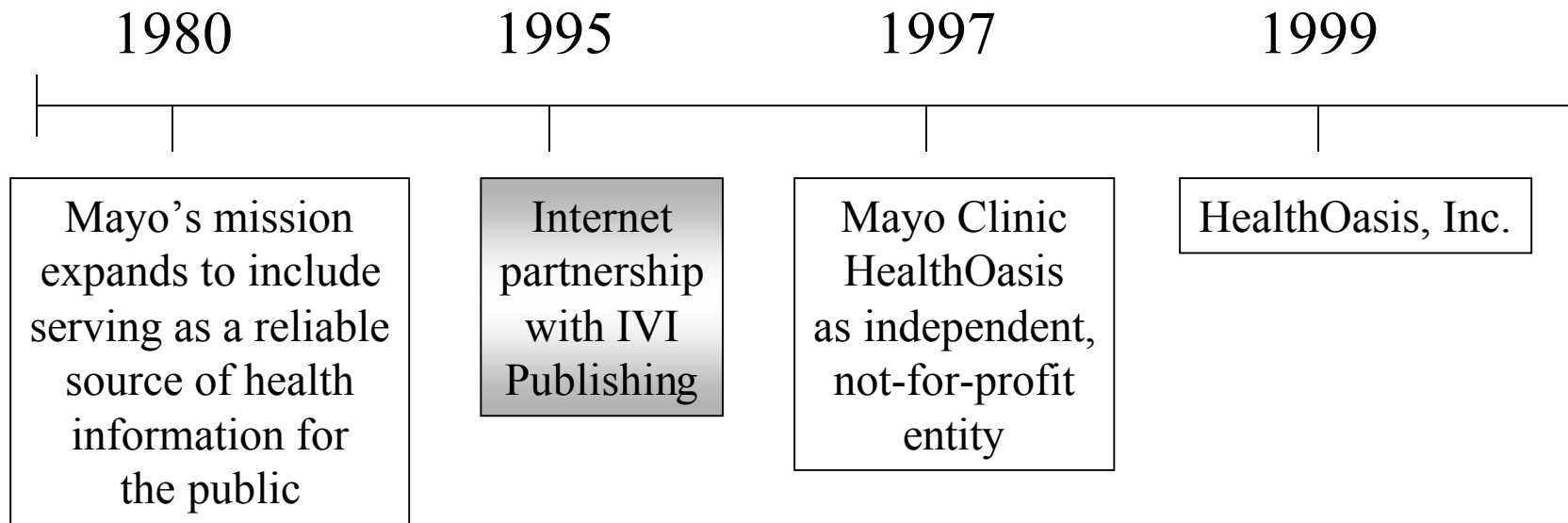
Mayo Clinic Meets the Internet

What We Have Learned

Mayo Clinic Meets the Internet



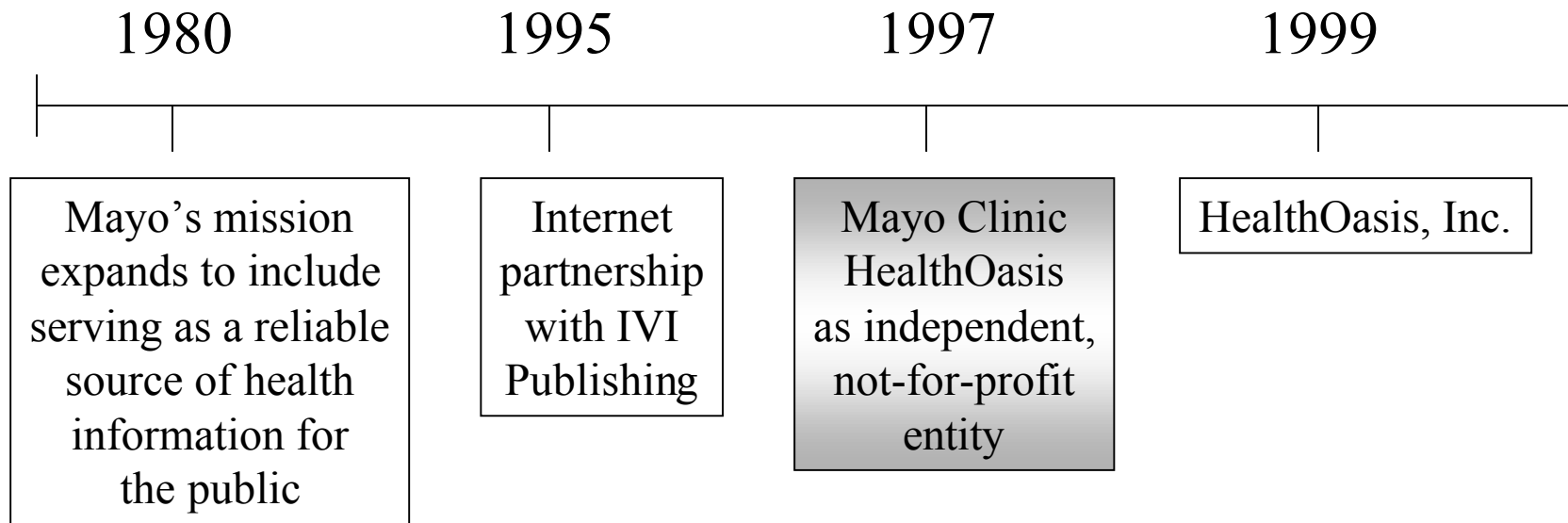
Mayo Clinic Meets the Internet



What We Learned

- Internet users demand comprehensiveness and immediacy because the technology allows it - A robust editorial infrastructure is required
- Users expect a Mayo point of view, not simply an aggregation of the points of view of others
- Editorial control without control over business strategy is insufficient

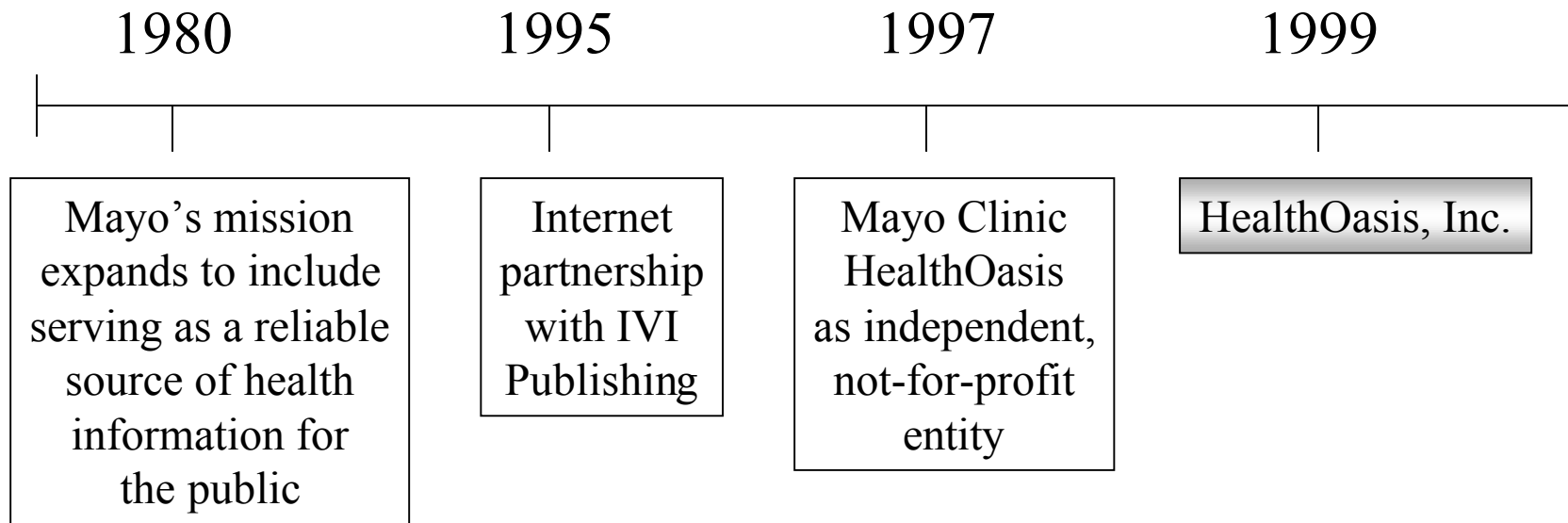
Mayo Clinic Meets the Internet



What We Learned

- The competitive landscape for healthcare enterprises now includes internet companies with access to venture capital and public markets
- The internet is transforming healthcare
- Healthcare institutions ignore the internet at their own peril

Mayo Clinic Meets the Internet



HealthOasis, Inc.

- Enhance Mayo Clinic brand
- Serve as a source of reliable information
- Create options to capitalize on the evolution of the internet
- Deliver financial return

What We Learned

- First-mover advantage is overrated
- Money alone cannot build a credible healthcare brand
- Long-term commitment is required

Keys to Success

- Focus on end user, not Wall Street
- Robust, practical, media-rich content
- Personalization/customization
- Proven improved health outcomes
- Diversified revenue streams

MayoClinic.com

“Secret Weapons”

- A century of commitment to improving health
- The collective wisdom of 30,000 Mayo staff and the team-oriented culture that brings it to MayoClinic.com