News and Perspectives

Big Tech and the Rise of Consumer-Facing Health AI Assistants

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Key Takeaways

- Big Tech is rapidly moving into health care artificial intelligence (AI) and launching consumer-facing health AI assistants, marking a shift from enterprise-only AI solutions.
- Currently available assistants differ in scope and strategy, from information and interpretation, to care navigation and orchestration, to incorporation of clinician oversight.
- Consumer-facing health AI assistants can decentralize health care, expand access, and lower costs but raise safety concerns.

Tejas S Athni is an MD-PhD candidate at Harvard Medical School. In this article, he provides one of the first overviews of 5 currently available Big Tech consumer-facing health artificial intelligence (AI) assistants, outlining their services and capabilities, access models, Health Insurance Portability and Accountability Act (HIPAA) compliance, and competitive advantages.

Artificial intelligence (AI) has rapidly taken its place as a central pillar of health care innovation [1]. While early AI innovations in health care have focused on enterprise tools, such as workflow automation and clinician decision support [2], an emerging segment is taking form: consumer-facing AI health assistants.

The Landscape

Amidst rising competition, numerous technology giants have launched or announced consumer-facing health AI assistants. The earliest versions were announced in 2025, followed by a rapid wave of launches: Alphabet subsidiary Verily with Verily Me in late 2025 [3]; Amazon with its One Medical Health AI assistant [4,5], followed by OpenAI with ChatGPT Health and Anthropic with Claude for Healthcare in January 2026; and Microsoft with Copilot Health in March 2026.

These platforms fundamentally reshape how health information is delivered, with the potential to expand access to rural consumers across geographic barriers [6], cut patient wait times and improve patient engagement [7], reduce emergency department and hospital visits [8], and lower health care costs [9]. Yet, they raise concerns about misdiagnosis, overreliance, and patient anxiety via "hypochondria spirals" [10]. Large language models also often fail to redirect problematic questions [11], potentially increasing follow-up burden on providers.

Recognizing both the promise and the perils of these systems, the Centers for Medicare & Medicaid Services (CMS) has launched initiatives encouraging responsible deployment of these "conversational AI assistants" [12]. Several major technology firms have signed voluntary pledges with CMS to ensure safety and transparency [12]. The products offered by Big Tech firms, given their scale of deployment, may have outsized implications in the consumer-facing health AI assistant space.

OpenAI: ChatGPT Health

OpenAI's ChatGPT Health [13] grafts a health AI layer onto their widely used ChatGPT platform, allowing users to connect medical records and wellness app data to create a personalized health workspace. Users can ask general health questions, prepare for doctor visits, track health metrics, and interpret lab results. Beyond basic question-answer functionality, the platform supports longitudinal health tracking and postvisit explanations with multimodal data ingestion (eg, physician clinic visit PDFs, imaging reports, and medication lists). ChatGPT Health is free to access and does not require purchase of a subscription tier, which lowers barriers to use.

Although not marketed as Health Insurance Portability and Accountability Act (HIPAA) compliant, OpenAI emphasizes that ChatGPT Health data are stored in a separate encrypted environment and not used to train public models. Hundreds of millions of weekly users already rely on ChatGPT for everyday information, making it the most widely used consumer AI platform; this large user base can be enfolded into the health AI platform—a significant competitive advantage.

Anthropic: Claude for Healthcare

Anthropic's Claude for Healthcare [14] reflects a safety-focused approach grounded in the firm's constitutional AI principles. Users can connect personal health records, lab results, and wearable data to the platform, which outputs personalized summaries and can perform pattern detection. The product has capabilities in longitudinal trend analysis, medication reconciliation support, and helping consumers prepare questions for health care visits. It offers opt-in

integration with Apple Health and Android Health Connect, enabling aggregation of wearable data across devices. Access is bundled within the Claude Pro and Max subscription tiers.

The direct-to-consumer product is not fully HIPAA-covered, despite the firm's marketing of their enterprise-facing product as HIPAA-ready. Claude for Healthcare's competitive advantage derives from its ground-up safety design and constitutional AI framework, which affords the firm greater credibility with consumers by indexing more heavily on algorithmic caution, conservative medical guidance, and uncertainty disclaimers.

Microsoft: Copilot Health

Microsoft's Copilot Health [15], though primarily enterprise-oriented, has a consumer-facing health AI assistant layered onto their flagship AI platform, where users can upload medical records and wearable device data (eg, Apple Watch, Fitbit, and Oura). The platform can interpret lab results, spot trends, and summarize medical information. It integrates citations and expert-written answer cards from reputable sources, such as Harvard Health, providing additional credibility. Notably, Copilot Health is linked with provider directories that enable users to search for clinicians based on location, insurance coverage, and language preferences. This transforms the tool from a purely informational assistant into a care navigation platform. At present, Copilot Health is available through waitlist, but the company plans to transition toward a subscription-based model.

The product is not marketed as a standalone HIPAA-compliant tool, though Microsoft prioritizes secure data governance, including International Organization for Standardization (ISO)/International Electrotechnical Commission (IEC) 42001 third-party verification. Its competitive advantage lies in its embedding within the broader Microsoft ecosystem, enabling interoperability for the user. The product can also leverage Microsoft's credibility in previous health AI innovations, like its multimodal diagnostic orchestrator (MAI-DxO), which achieved 80% accuracy on complex diagnostic cases from the *New England Journal of Medicine*, compared to 20% among experienced physician panels [16].

Amazon: One Medical Health AI

Amazon's One Medical Health AI [4,17] reflects the company's strategy to create an end-to-end ecosystem for health care. The product uses a consumer's medical records to answer health questions, explain lab results, and provide summaries. It is positioned as a care orchestration layer, moving beyond dispensing advice to actively facilitating next steps, including escalation to human providers when appropriate. Users can book appointments, connect with One Medical providers through direct message care for 30+ common conditions, and coordinate medication renewals through Amazon Pharmacy. Access is bundled into One Medical membership, with additional per-visit payment options and enhanced pricing for Amazon Prime subscribers.

One Medical Health AI is marketed as HIPAA-compliant, with encrypted conversations and strict access controls. The product's competitive advantage lies in its action-oriented design and integration with Amazon Pharmacy. Amazon's acquisition of One Medical further provides the firm access to 200+ brick-and-mortar primary care clinics [18], creating a pipeline from digital triage to in-person clinic visit.

Alphabet/Verily: Verily Me

The Verily Me platform [3,19] aggregates medical records, supports longitudinal health tracking, enables photo meal logging for nutrition tracking, and includes a 24/7 AI assistant ("Violet") that provides symptom context and guidance on when to seek care. Uniquely, licensed providers review health records and deliver personalized recommendations based on a user's medical history. Beyond question-answer functionality, the platform can recommend preventive screening and flag emerging health risks based on user health data. Its Lightpath virtual care program for chronic disease management (eg, diabetes, hypertension, and hyperlipidemia) integrates personalized behavior change support with clinician oversight. It is free to access and requires no subscription.

The product is marketed as HIPAA-compliant, with strong identity verification protocols and integration with health information exchanges. Verily Me's competitive advantage lies in its distinct hybrid AI-clinician model: automated insights are paired with reviews by licensed providers. This positions the platform closer to being a care delivery platform rather than a purely informational AI assistant.

TOOL	SERVICES AND CAPABILITIES	ACCESS	HIPAA COMPLIANT?	COMPETITIVE ADVANTAGE(S)	SAFETY FEATURES*
ChatGPT Health *OpenAI*	Connect medical records and wellness app data; health question-answer, trend tracking, interpretation	Free, does not require subscription	No	Large consumer base already established	Health data stored in separate environment, not used to train public models
Claude for Healthcare *Anthropic*	Connect medical records and wearable data; question-answer, trend tracking, interpretation	Bundled with Claude Pro and Max subscription tiers	No	Credibility with consumer base due to focus on safety, Constitutional AI framework	Safety-first design; algorithmic caution, conservative guidance, uncertainty disclaimers, patient data not used to train models
Copilot Health *Microsoft*	Connect medical records and wearable data; question-answer, trend tracking, interpretation, care navigation (provider directories)	Waitlist; planned subscription model	No	Built-in interoperability within Microsoft ecosystem; credibility through previous health AI innovations	Secure data governance through ISO/IEC 42001 third-party verification, expert-written answer cards from reputable sources
One Medical Health AI *Amazon*	Connect medical records and wearable data; question-answer, trend tracking, interpretation, care orchestration (direct message care, appointment booking, medication renewals)	Bundled into One Medical membership; per-visit pricing options; reductions for Prime members	Yes	Clinician access, Amazon Pharmacy integration, pipeline to 200+ brick-and-mortar clinics	Conversations encrypted, strict access controls, clinician escalation
Verily Me *Alphabet/ Verily*	Connect medical records and wearable data; question-answer, trend tracking, interpretation, photo meal logging, review by licensed providers, Lightpath personalized behavior-change platform	Free, does not require subscription	Yes	Hybrid AI-clinician model, Lightpath	Insights paired with review by licensed providers, strong identity verification protocols, integration with Health Information Exchanges

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*Safety features reported by developers; independent evaluation is currently limited. Potential safety risks (e.g., hallucinations, misdiagnosis, overdiagnosis, underdiagnosis, privacy) and broader implications are evolving and under study.

Summary of currently available Big Tech health chatbots.

An Industry Shift

Major technology companies are racing to expand their health care footprint and build platforms that can provide personalized and accessible health guidance to consumers. The rise of these tools, which range from fully automated assistants to integrated care navigation or care orchestration platforms, marks a shift in health care delivery, though significant privacy and safety concerns remain [20]. Ultimately, these platforms will redefine how individuals interact with health care in a broader structural trend toward personalized, decentralized digital health.

Keywords: consumer-facing health AI assistants; consumer digital health; decentralized health care; Big Tech

Conflicts of Interest

None declared.

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