

LIFEOLOGY

for Healthcare Providers
and Medical Researchers



Lifeology is a mobile-first platform for patient education

Lifeology makes learning about the science of health fun. Patients learn important concepts with beautiful and ultra-accessible expert-reviewed mini-courses. Each Lifeology course consists of digital flashcards (20-50 cards per course) that feature bite-sized text and custom art. Users swipe and interact with cards with the touch of a finger. They earn badges for completing courses. You get insights on learning and other outcomes.

Patients struggle to understand the science that could help them be more engaged in their own care and clinical research.



1

You interact with patients whose eyes glaze over when you talk to them about the biology of disease, not to mention genetics.

2

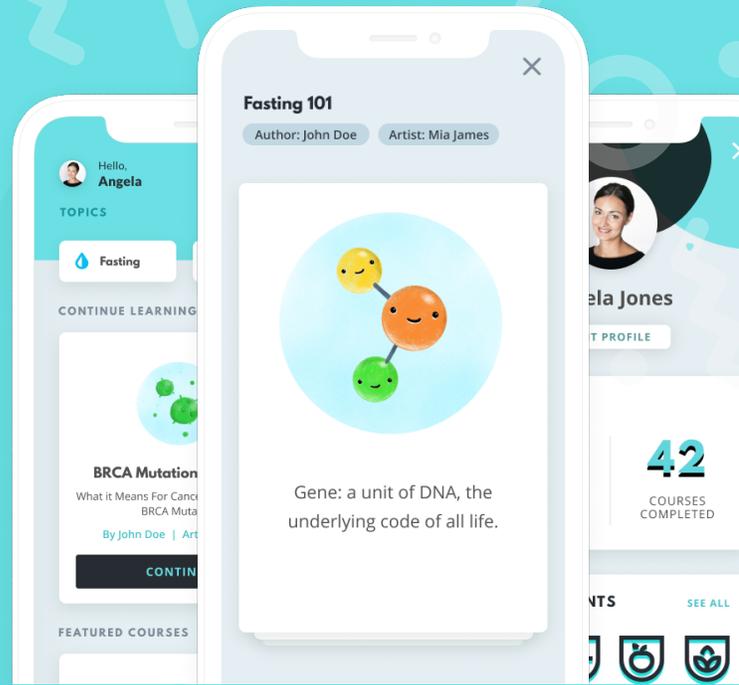
You run clinical trials but struggle to educate participants about their importance and outcomes.

3

You want to focus more on disease prevention, but this requires patient education and community engagement that you lack the time, resources, bandwidth and platforms to effectively realize.

Lifeology helps you empower patients by translating information they need into a format that is fun - not scary and overwhelming. Lifeology courses are shareable and interactive.

We team you up with storytellers and artists who help translate your work and educational materials into accessible, visual Lifeology courses that people can interact with anywhere.



LIFEOLOGY PROVIDES



An all-in-one visual platform for content creation, distribution, evaluation & engagement.



Customizable user experience, with individual courses accessible via direct web links or in the Lifeology app.



Flexibility. Bring content in any format to the Lifeology platform.



Storytelling and beautiful art that motivates people to learn more.



Action-driven cards within courses that can link users to more information or resources, call them to participate in research, etc.



Always-on support from the Lifeology team will help you keep courses up to date, answer patient questions and more.

The Lifeology story

Lifeology is created by **LifeOmic**, a precision health software company and creator of the LIFE health tracking apps that currently reach over a million users. LifeOmic works closely with healthcare providers and major academic research centers across the US, including the IU School of Medicine, where Lifeomic software underpins the Precision Health Initiative.

Early in our efforts to innovate healthcare and support precision medicine, we realized the critical importance of patient education and engagement.

We started the LIFE Apps educational site and expert science blogging platform to support these goals. The LIFE Apps site, which supplies educational content written by scientists to the LIFE health tracking apps, currently attracts over 200,000 monthly unique visitors.



Lifeology builds on our successful track record of creating engaging educational content to help lay audiences feel more connected to science and research and make better health decisions. But with Lifeology, we want to do something radically different to help radically change how people see and feel about science.

Science doesn't have to be hard. It's easy... it's us.

