

# LIFEOLOGY

for Science Publishers



## **Lifeology is an open access, mobile-first platform**

that makes learning science fun, beautiful and ultra-accessible through scientist-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.

**Most scientists say that communicating their work to broader audiences is important to them.**



Collaborating with professionals who know how to engage broader audiences is critical if scientists want their work to achieve real-world impact.

**As a publisher,** you recognize the benefits of interdisciplinary collaborations between scientists, storytellers and artists. They result in more accessible, shareable and higher impact articles and visuals. Scientists who share their work in visual, new media formats earn more citations and their work is more often applied.

# **Most scientists say they would like to collaborate with artists.**

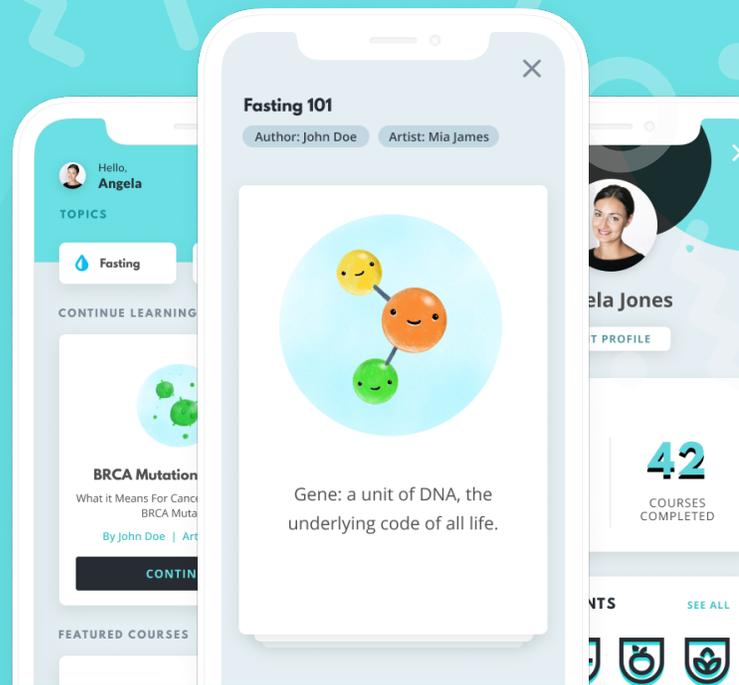
But they don't know how to initiate and pay for sci-art collaborations, even as they fail to claim and spend broader impact dollars.

**As a publisher, you want to close the gap between research and impact.**

You can help scientists leverage entertainment, engagement and art to close this gap.



**Lifeology teams your scientists up with storytellers and artists who help translate research into accessible, visual and narrative content without putting any extra burden on scientists' time.**



## LIFEOLGY PROVIDES



**A gamified, visual platform** that enables your scientists to share research findings and insights with lay audiences in the form of Lifeology courses, which you can brand.



**Storytelling, translation and transformative visuals** - sourced from the community.



**Insights**, via mini reflections and quizzes. See how many people view your courses, how much time they spend on each card and whether they take a linked action.



**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.



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



**Modern-era science communication** that is human-centered, participatory, broadly accessible and shareable across any media platform.

## 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 LIFEApps.io 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.**