

A CULTURE OF TRUST

Safely use professional data and deliver personalized employee experiences to build bonds that last with your nursing staff.



The pandemic rocked your world. Your most precious resource – your staff – are burned out and leaving their jobs in record numbers. Couple that with the ongoing effects of the digital revolution, and it's like the ground is shifting under your feet. In order to attract the right talent, retain existing staff, fill skills gaps, improve morale across the board, and become an employer of choice, it's time to build something new. **It's time to build a culture of trust.**

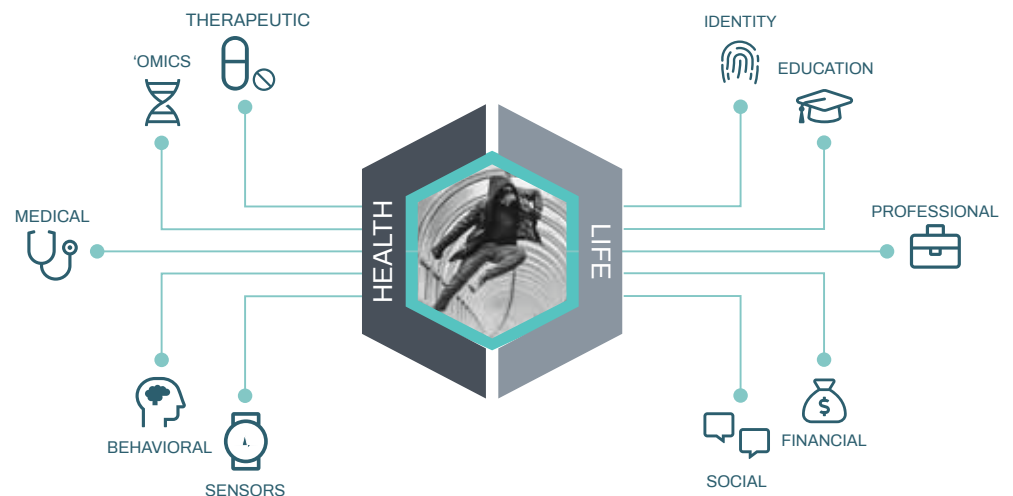
To do that, healthcare organizations and employees alike need to find a new bedrock, a new secure layer to build upon. A new way to build their trust.

At BurstIQ, we think that the future of work is going to be constructed on trusted data relationships – robust, secure, and ethical. It's time to lay the right foundation. LifeGraph® is how we will do it.



What is LifeGraph?

LifeGraph takes the complexity out of managing sensitive human data freeing you to build trust through hyper-personalized health, work, and life digital experiences. A LifeGraph is a digital expression of a person with trust and context built-in – in other words, their **digital DNA**. It captures all the data people generate and how that data interacts with other people, places, and things.



LifeGraphs live in a blockchain-based data exchange network that connects to other LifeGraphs using AI and machine learning to map the relationships between them. This network empowers you to securely connect, analyze, and share health and identity data at scale while respecting individual rights and ensuring regulatory compliance.



Why Employers Need LifeGraph

For employers, LifeGraph unlocks a trustworthy way to see employee data and derive more value from it through graph technologies, AI, and machine learning.

We are experiencing a literal data explosion. Humans generate more data than at any other time in history. By 2025, experts are projecting that there will be over 175 zettabytes of data in the global datasphere. Despite this prevalence of data "Firms make fewer than 50% of their decisions based on quantitative information as opposed to gut feeling, experience, or opinion", according to [Forrester](#).

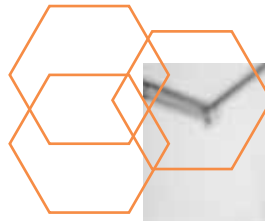
Data is truly the lifeblood of digital transformation. Organizations looking to lead digital-first strategies must put their data to work to ensure it's...

- ☒ distributed
- ☒ sustainable
- ☒ intelligent
- ☒ people-centered
- ☒ abundant

LifeGraph does all that so organizations can better understand their workforce and use an intelligent system to support their employees.

Doing so creates a waterfall effect. Happier employees lead to better collaboration. Highly skilled clinical staff deliver better, more effective care. When employees understand their purpose, they become invested in your organization. So not only does your culture shift, your business thrives.

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Why Healthcare Employees Need LifeGraph

As they move through their lives, your employees generate data about themselves. In fact, they generate a lot of data: employment histories, health records, educational diplomas, training certifications, demographic information, legal records, and much more. Just by living their lives, people generate a long trail of administrative documentation.

But this documentation is scattered across many different databases, owned by a wide variety of organizations, and held in often-incompatible formats. It's a mess. There has to be a better way to understand, control, and use this information.

Apps and online services that create professional profiles lack two essential elements: First, the data is user-generated and therefore lacks verifiability and traceability. This limits an employer's willingness to trust the data. Second, the data is still owned by a third-party company, not the person. This limits a nurse's ability to control and extract value from their own data.

Using innovative blockchain services, LifeGraph solves both of these challenges.

With LifeGraph, healthcare employers bring individual employee data onto a unified network, allowing the secure storage, governance, retrieval, and analysis of an infinitely extensible amount of employee information. For employees, it means true ownership of their data. Using smart consent contracts, they will control how and what data they share. LifeGraph makes this data verifiable, traceable, and trustworthy, so nurses can share and prove their skills and accomplishments.

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LifeGraph in Action

Build Trust

With LifeGraph, you can trust the data applicants are presenting to you is correct, trust that your employees are actually gaining the skills you are training them for, trust that the trends and predictions you're seeing in your analytics are right, and more.

Trust is a 2-way street. Employees trust that you are using their data to deliver value specific to their unique needs, trust that you are invested in their career goals, and trust that you are dedicated to their data dignity.

Promote Data Dignity and Maintain HIPAA and GDPR Compliance

Regulations around the storage and use of personal information are starting to reflect a shift away from corporate ownership and control and toward individual ownership and control. These regulations are still evolving and vary greatly between states, regions, and countries. LifeGraph empowers your organization to meet regulatory requirements, including HIPAA and GDPR. It positions you to remain compliant as regulations shift, and demonstrates your commitment to your employees' data dignity. Whether organizations like it or not, data decentralization is coming. LifeGraph promotes compliance while also generating value from that data.

Streamline Due Diligence

With LifeGraph, organizations can easily acquire and verify credentials for promising candidates and stay on top of existing employees' educational histories, professional credentials, and other relevant verifications. Particularly in highly regulated industries like healthcare, this can often present an administrative burden that LifeGraph makes simple.



Attract, Engage, Motivate, and Retain Employees

By bringing disparate data together into a single platform, LifeGraph allows healthcare employers to create more personalized digital experiences for their clinical staff. Take learning and development, for example. You can tailor a learning program to capture and meet the needs and support the career goals of each individual employee. You can deliver a unique learning pathway to each employee to demonstrate you're invested in helping them achieve what they want out of their profession.

Similarly, you can tailor wellness programs to include incentives that truly inspire employee engagement, keeping your workforce more productive and engaged. Or create communities that align your staff with like-minded people or potentially a mentor. Additional applications include recruitment, onboarding, corporate culture, morale, career pathways, and more.

Create a Culture of Ongoing Development and Inclusion

A properly designed data architecture can mitigate the implicit biases and structural hurdles that underrepresented groups face. LifeGraph evens the playing field so all of your employees can thrive in their career pathways. Supporting your employees' lifelong learning goals demonstrates your commitment to their success, improves employee retention, and addresses imbalances that are preventing your people, and your company, from maximizing their full potential.

Create People and Process Efficiencies

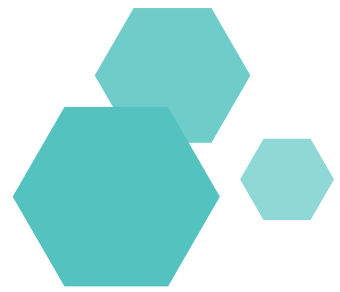
Database management can be a major impediment to administrative efficiency. In contrast to archaic third-party systems or internal solutions that use a fragile spaghetti network of database integrations, LifeGraph is built from the ground up to simplify how your organization manages complex and diverse data, providing a high degree of efficiency.



One example of how LifeGraph improves operational efficiency is the management of skills gaps. With LifeGraph, you can easily see your organization's talent needs and identify opportunities for employees to add skills with additional training. And when they go through employer-sponsored training, you can make sure they gained those skills, improving confidence in your human capital investments and demonstrating your confidence in your existing workforce.



LifeGraph Technology Meets Web 3.0 Standards



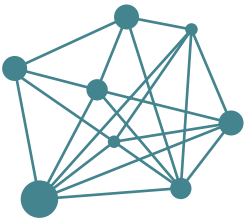
WEB 1.0



LifeGraph helps you easily adopt **Web 3.0** principles: People should understand, control, and own their own data. It should not be in the hands of third-party intermediaries. For many years, that was an unattainable goal. But thanks to the blockchain, that's now possible. And it will have revolutionary consequences.

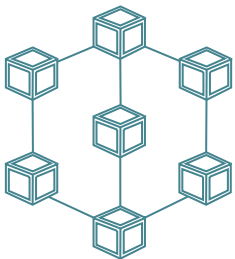
A little history may be helpful to see why. We call the first way that the commercial internet was organized Web 1.0. (Prior to that, the internet was in the hands of academics and governments.) Pages were static and their primary, if not only, purpose was for people to consume information. Broadly speaking, the people who put up those pages also owned the data. It was almost as if the web were an application in read-only mode. With social media, the web moved into a new era. Web 2.0 meant that people would now both read and write content online, producing vast quantities of data. But this model had at least one major flaw: that information was held by third-party companies like Facebook, Amazon, and Google, meaning that people could not capture the value generated by their own data.

WEB 2.0



Web 3.0 promises to fix that – the online world will now be read-write-own. Using LifeGraph powered by innovative blockchain services, people will be able to control their own data. In many ways, Web 3.0 is a more innovative way to capture the promise of the early days of the commercial internet, this time with a much more sophisticated level of data analysis. (That's how Web 3.0 connects to other concepts like the Semantic Web and the Internet of Things.)

WEB 3.0



It's a long-overdue transition. But unless it produces benefits for businesses too, it's unlikely to be more than just a good idea. Individual and organizational incentives have to be aligned. LifeGraph helps you achieve all of this.

A New Model for Personal Data

Personal data is abundant. Businesses that use this data in a Web 3.0 fashion will lead the way in shifting the data paradigm to deliver more value and build more trust. We believe that in the future, intelligent, sustainable, safe, distributed, and benefit both individuals and organizations. If you're ready to build stronger employee relationships built on data, LifeGraph is here for you.



BurstIQ fuels trust-first digital strategies with human data. LifeGraph® takes the complexity out of managing sensitive human data, freeing organizations to build trust through hyper-personalized health, work, and life digital experiences. In an era of data abundance, LifeGraphs promote trust between organizations and the individuals providing data through blockchain-powered governance and consent. LifeGraph provides a single source of truth and an intelligent ecosystem, helping businesses gain a deep understanding of the people they serve. Armed with granular insights, they can deliver more value in digital experiences and make an increasingly digital world more human.

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