

The Future of Healthcare is Built Built on Trust.

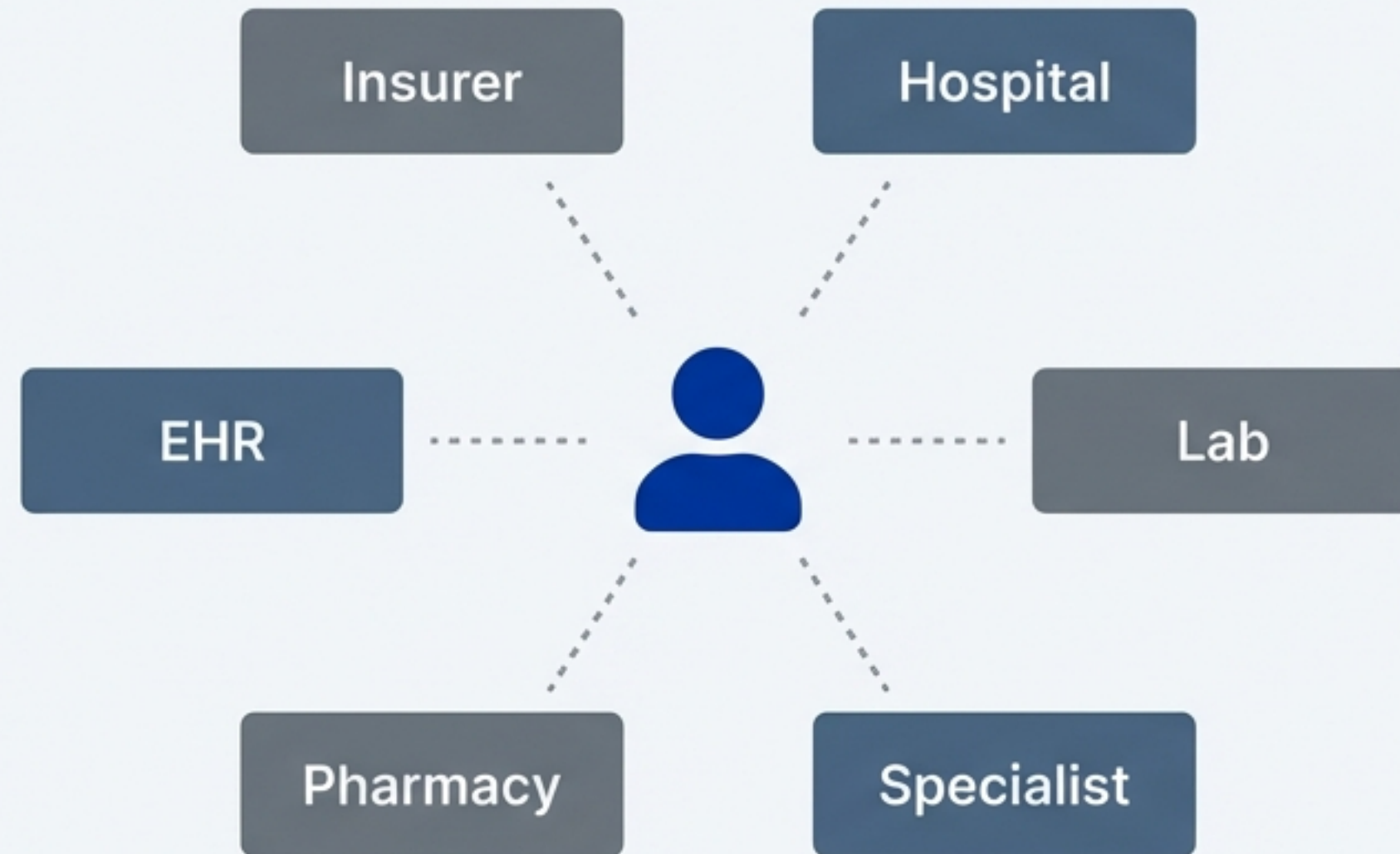
How empowering patients with their data creates an unbeatable competitive advantage.

Virtual**TRUST**



We All Feel the Consequences of a Disconnected System.

Patient data is “scattered” across a dozen digital file cabinets that don’t talk to each other. This leads to critical consequences:



For Clinicians

“Doctors flying blind,” forced to make decisions without the full picture.

For Operations

Massive inefficiency, repeated tests, and skyrocketing costs.

For Patients

Frustration, high bills, and the risk of disconnected, unsafe care.

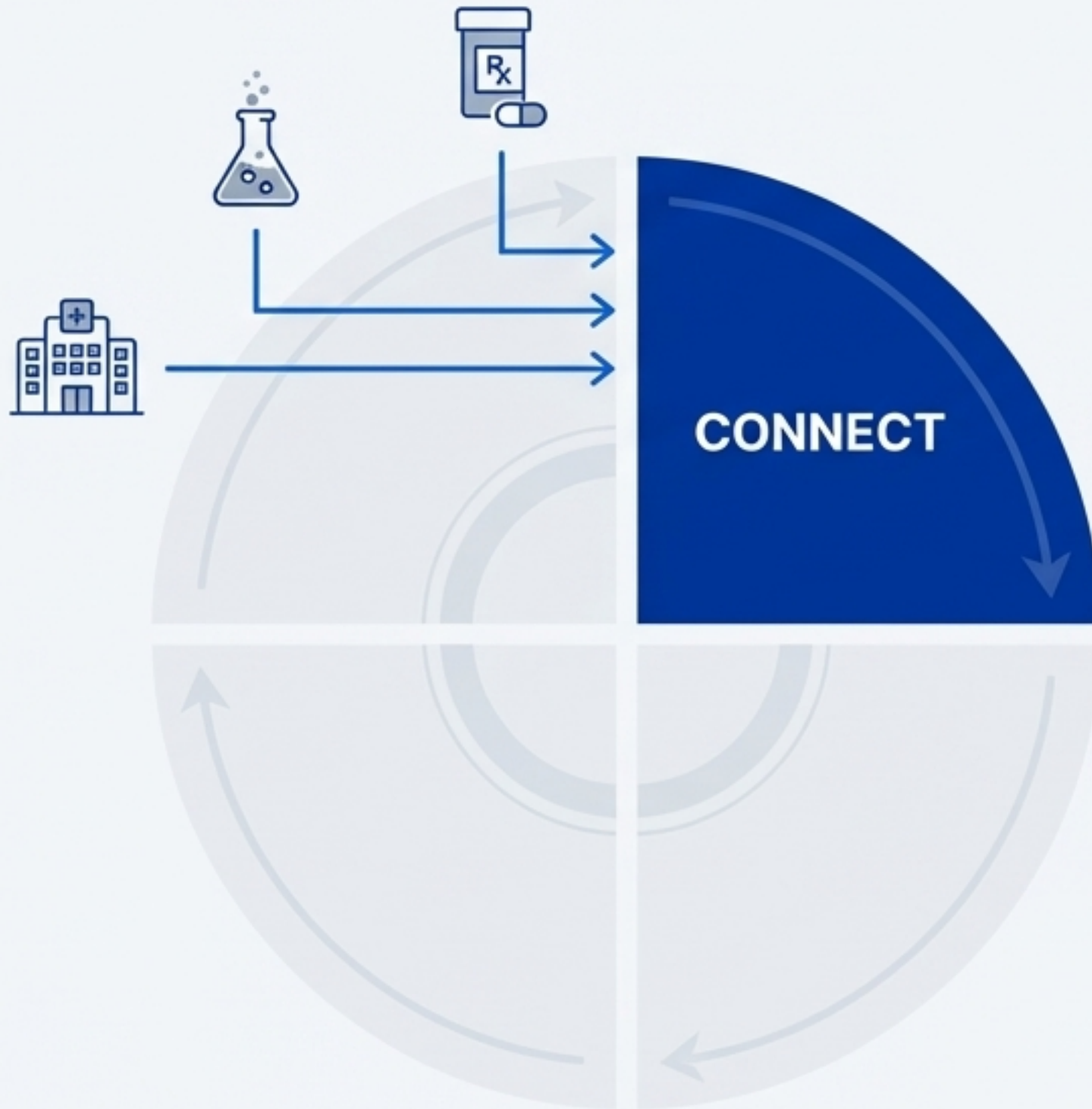
The Solution is a Foundational Shift: From Reactive Security to Proactive Trust

VirtualTRUST is a patient-centric Platform as a Service (pPAAS)
built on one core idea: **Empowering Privacy**.



- ➡ We are moving away from a system of bolted-on, reactive security measures.
- ➡ We are building a proactive 'data compliant fabric' where personal data protection is the critical driving factor.
- ➡ This flips the power dynamic, putting the patient firmly in the driver's seat of their own health story. This is how we make privacy a genuine consumer right.

The Flywheel Starts with **CONNECT**: Building the Trusted Data Foundation



SMARTInteroperability®

- **What it is:** The bedrock for seamless data exchange, built to meet federal mandates like the 21st Century Cures Act and eliminate information blocking.
- **How it works:** Connects to all modern networks (QHINs, FHIR endpoints) and automatically converts legacy data (HL7 v2.x, CCDa) into the modern, usable FHIR standard. Decades of patient history are preserved, not lost in translation.

SMARTCompliance®

- **What it is:** An AI-driven engine that actively monitors and manages complex, ever-changing global privacy mandates (HIPAA, GDPR, CCPA, etc.) in near real-time.
- **Benefit:** Proactive validation dramatically reduces organizational risk and builds consumer trust.

Granular Control in Action: The Power of Data Segmentation for Privacy (DS4P).

The Old Way

A clumsy, binary choice: "Share everything or share nothing."

The VirtualTRUST Way

True granular control. A patient can now make specific, informed choices about their data.

Cholesterol Panel (Lab Results)

ON

Shared with: Dr. Eva Rostova (Cardiology) | Purpose: Cardiac Consultation | Expires: In 60 days

Behavioral Health Notes (Psychotherapy)

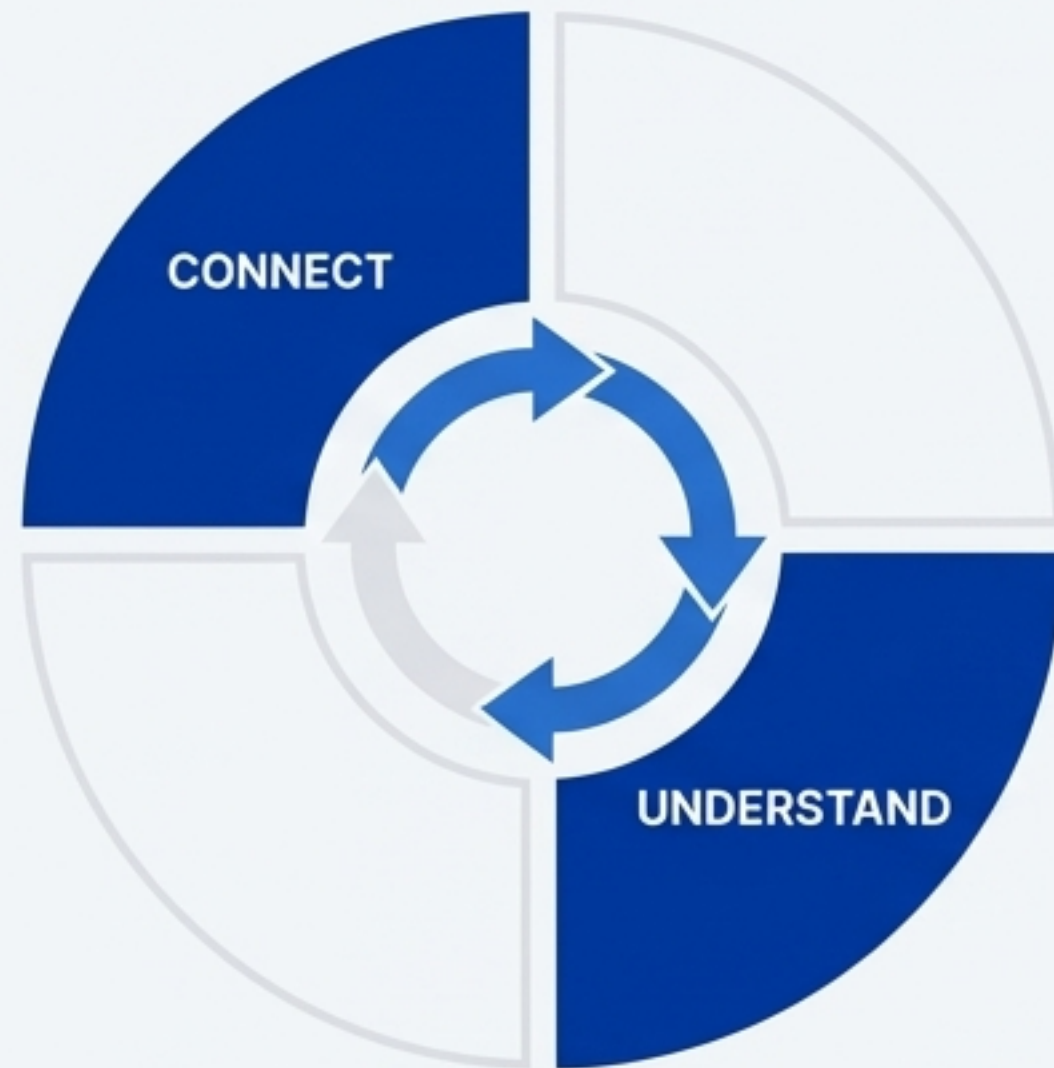
OFF



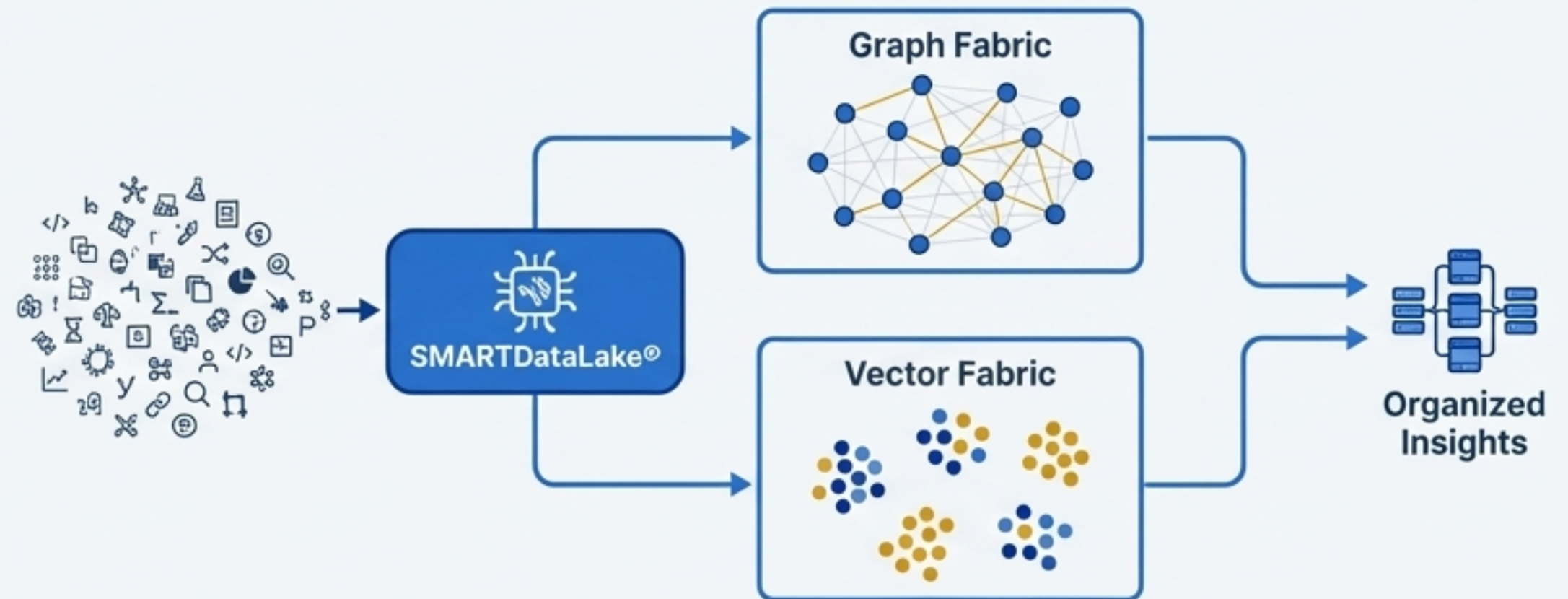
Protected under 42 CFR Part 2 - Never Shared

A patient seeing a new cardiologist can approve sharing their recent cholesterol lab results (**WHAT**) for the purpose of a cardiac consultation (**PURPOSE**) for a duration of 60 days (**TIME**). Simultaneously, their highly sensitive historical psychotherapy notes, protected under rules like 42 CFR Part 2, remain completely locked down and are never shared.

The Flywheel Accelerates with **UNDERSTAND**: Transforming Raw Data into Actionable Wisdom.



Introducing SMARTDataLake®: This is not just storage; it's an intelligent data fabric designed to unlock hidden knowledge and power next-generation AI.



Graph Data Fabric

The Medical Detective

Stores data based on relationships (nodes and edges) to map hidden connections between seemingly unrelated facts—like a drug, a rare genetic marker, and a geographic location.

Crucial for discovering complex patterns and advancing precision medicine.

Vector Data Fabric

The Concept Engine

Stores data not as words, but as mathematical representations (vectors) organized by semantic meaning. It understands that "pediatric respiratory illness" and "children's lung infections" are the same concept.

Powers advanced AI and Retrieval-Augmented Generation (RAG) to provide super-accurate, domain-specific answers from your knowledge pool.

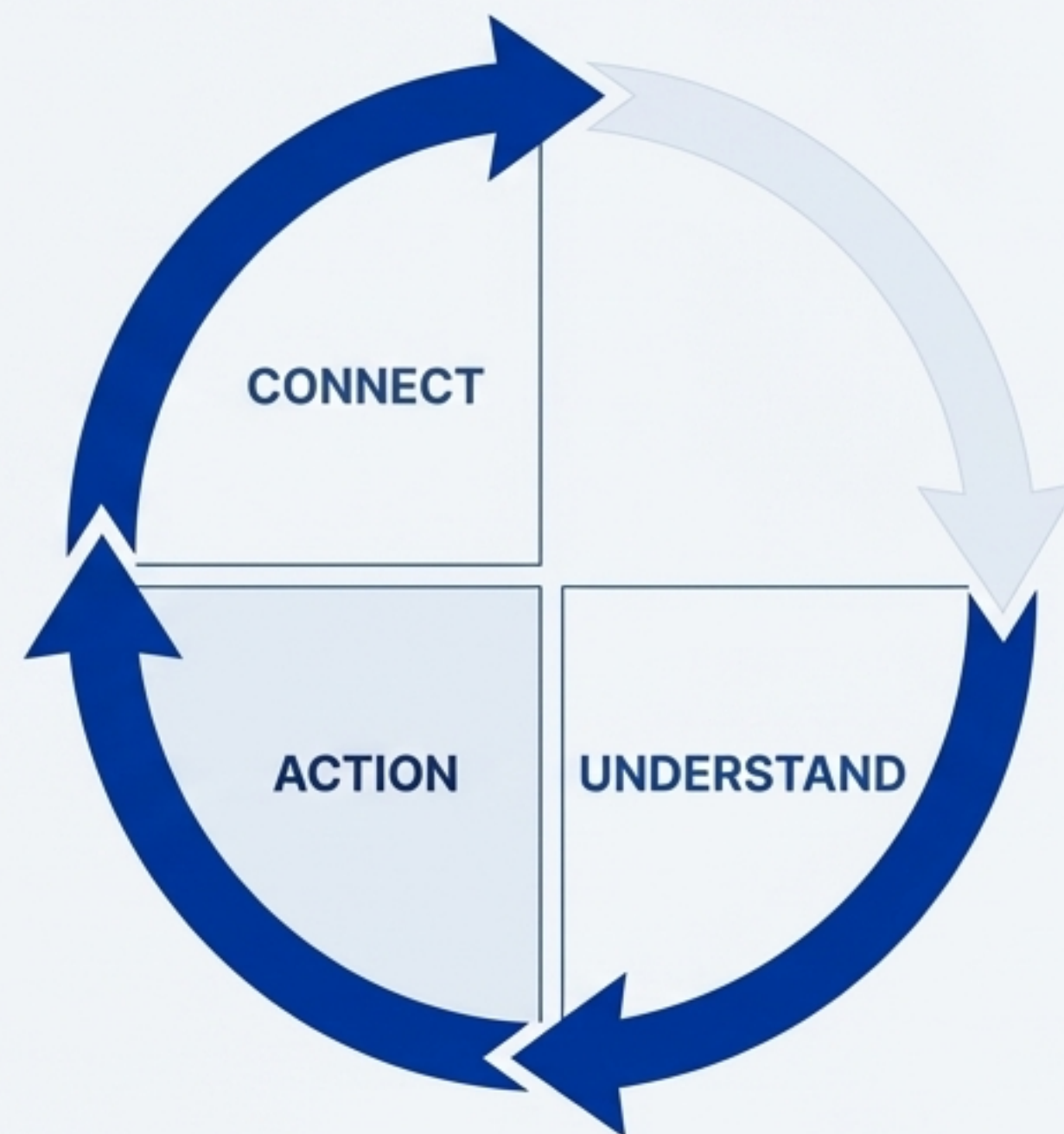
The Flywheel Powers **ACTION**: From Reactive Care to Proactive Engagement.

SMARTMedicine®

An AI Precision Medicine solution that leverages a patient's unique longitudinal data against evidence-based guidelines. Proactively detects risks for over 1,000 diseases (e.g., Type 2 Diabetes, Parkinson's), often before symptoms appear, and routes patients to personalized care pathways.

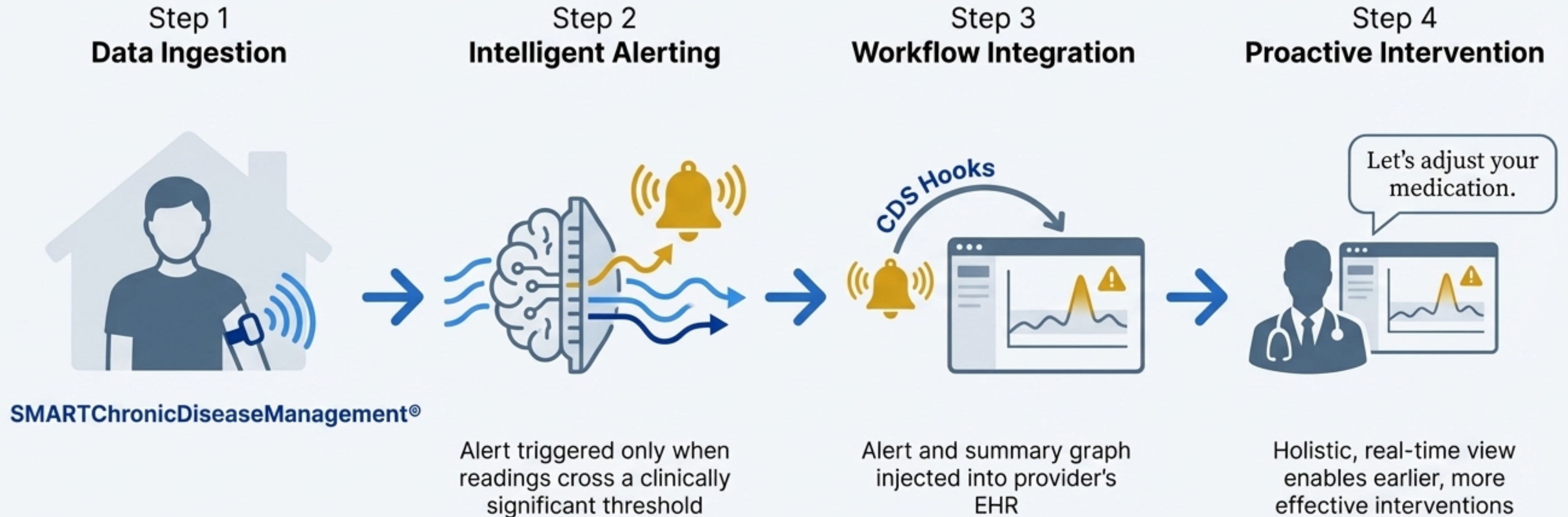
SMARTWorkflow®

Integrates data from EHRs, consumer apps, and IoT devices (smart watches, glucose monitors) directly into the clinical workflow using the **CDS Hooks API**. This provides a truly holistic patient view without causing alert fatigue, injecting the right data at the right decision point.



A Holistic View: Smarter Workflows for Chronic Disease Management

A patient with Type 2 Diabetes using a Continuous Glucose Monitor (CGM) at home.



The Flywheel Delivers **OPTIMIZATION**: Creating Financial Value and System Sustainability

SMARTTransparencyPricing® & SMARTRxPricing®

Patient Empowerment

Delivers point-of-care suggestions for the least costly, high-quality options for procedures, labs, and imaging.

Direct Savings

Uses “pass-through PBMs” to ensure manufacturer drug rebates are passed directly back to the consumer, lowering out-of-pocket costs.



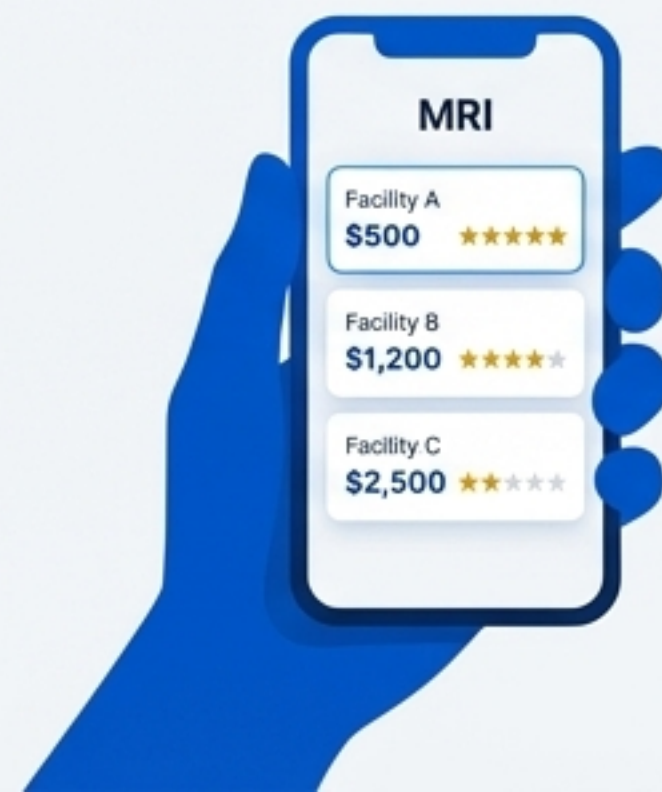
SMARTValueBaseCare®

Provider Alignment

Helps Primary Care Providers calculate complex quality and risk scores (RAF, HEDIS) in near real-time.

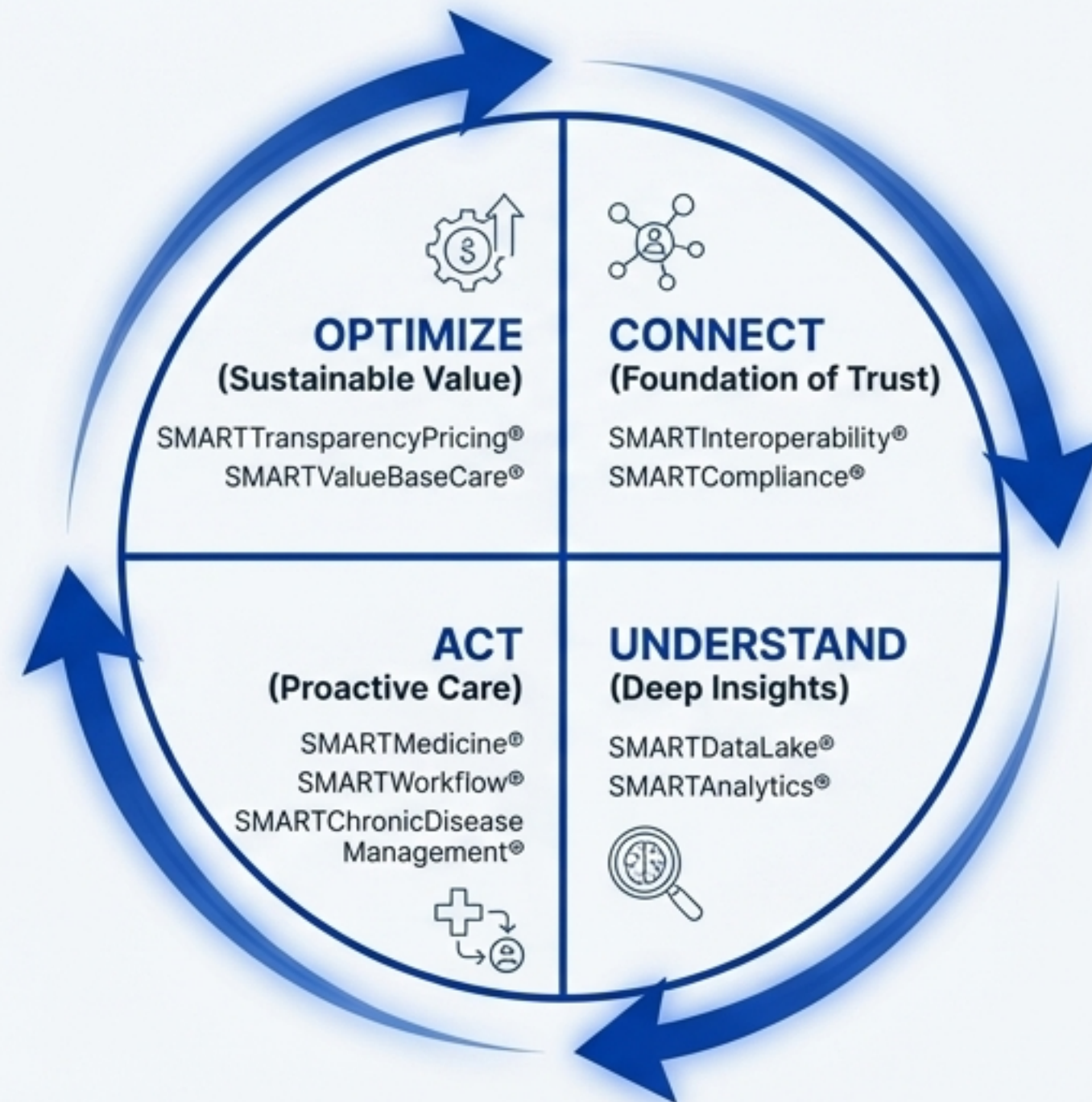
System Benefit

Directly connects data to quality metrics, aligning financial incentives with positive patient outcomes and fostering the shift from volume to value.



The VirtualTRUST Ecosystem: A Self-Reinforcing Flywheel of Value

Each stage of the flywheel powers the next. Empowered patients share more data (**CONNECT**), which generates deeper insights (**UNDERSTAND**), leading to better, proactive care (**ACT**), which improves outcomes and financial alignment (**OPTIMIZE**), further strengthening patient trust and starting the cycle again with even more momentum.



Creating a Win-Win-Win: Your Sustainable Competitive Advantage.



The Patient WIN

- True control and privacy over their complete health story.
- Hyper-personalized, proactive, and preventative care.
- Financial transparency and lower out-of-pocket costs.
- The peace of mind that comes from being an empowered partner in their health.



The Provider WIN

- Access to the true patient longitudinal record for more informed decisions.
- Streamlined workflows and dramatically reduced administrative burden (e.g., automated prior auth, reduced claim rejections).
- Tools to succeed in a value-based care environment.



The Hospital/Clinic WIN

- Significant reduction in compliance risk and enhanced data security.
- Increased operational efficiency and lower operating costs.
- A powerful differentiator that attracts and retains both patients and top clinical talent.
- A future-proof platform for market leadership in the era of value-based, patient-centric care.

An Architecture Built for the Future of Healthcare.

VirtualTRUST is engineered for enterprise-grade performance, security, and scalability using a modern, open-standards-based technology stack.

SmileCDR (HAPI FHIR)

Interoperability Engine

Camunda (BPMN 2.0)

Process Automation

KAFKA

Data Streaming

KeyCloak

Identity & Access

Angular

Application Framework

PLOTLY

BI & AI Engine

OpenAPI

API Standard

This is not a black box. It's a thoughtfully architected platform that leverages best-in-class technologies for maximum flexibility and performance.

A Future Actively Working For Your Patients.

Imagine a future where a patient's health data isn't just sitting securely in a vault, but is actively, intelligently, and proactively working for them.



This is the profound opportunity of integrated, privacy-first healthcare. It's the foundation for a true partnership between you and your patients, unlocking a new era of prevention, precision care, and trust.