

PARTNERSHIP PROGRAM GUIDE



CastleBranch



TABLE OF CONTENTS

Introduction	3
Why CastleBranch?	
Value to You	4
The CastleBranch Difference	7
Our Solutions	
Infectious Disease Screening Solutions	8
Screening and Compliance Solutions	9
Clinical Experience Solutions	10
Case Study: CB Real Vaccination ID	11

Dear

Attracting new members and providing existing ones with high-quality service is a significant undertaking even in the best of times, and during the COVID-19 pandemic, it has become a monumental task. Members look to you for continuing education, professional growth, best practices, resources, connections and marketplace options. Now that your members are navigating a complex new normal, keeping them engaged and creating as much value as you can is crucial.

As an industry leader in infectious disease screening, compliance management and background screening services, CastleBranch can help you provide increased value to your membership and help drive revenue. As a partner, we can offer your members a high-value experience that keeps them engaged and coming back. We deliver focused solutions for today's most critical problems to your members, while supporting you financially through our revenue share program.

Our partners have helped drive our success and we've helped drive theirs. We've had the privilege of nurturing long-term collaborations with leading industry associations and organizations, including two of the nation's most influential nursing education associations, the Organization for Associate Degree Nursing (OADN), and the American Association of Colleges of Nursing (AACN), as well as hospital associations, trade organizations and nearly a dozen others.

The next few pages will outline how we, at CastleBranch, will add value to your organization through our ethos and solutions. We look forward to learning more about your unique goals and discovering how we may help you meet and exceed them.

Sincerely,

WHY CASTLEBRANCH?



ATTRACT & RETAIN MEMBERSHIP—AND GENERATE NEW REVENUE THROUGH PARTNERSHIP

You need to keep your members engaged, rise to meet challenges and still increase your revenue. We are committed to providing you with the support and resources you need to grow your organization.



Revenue Sharing

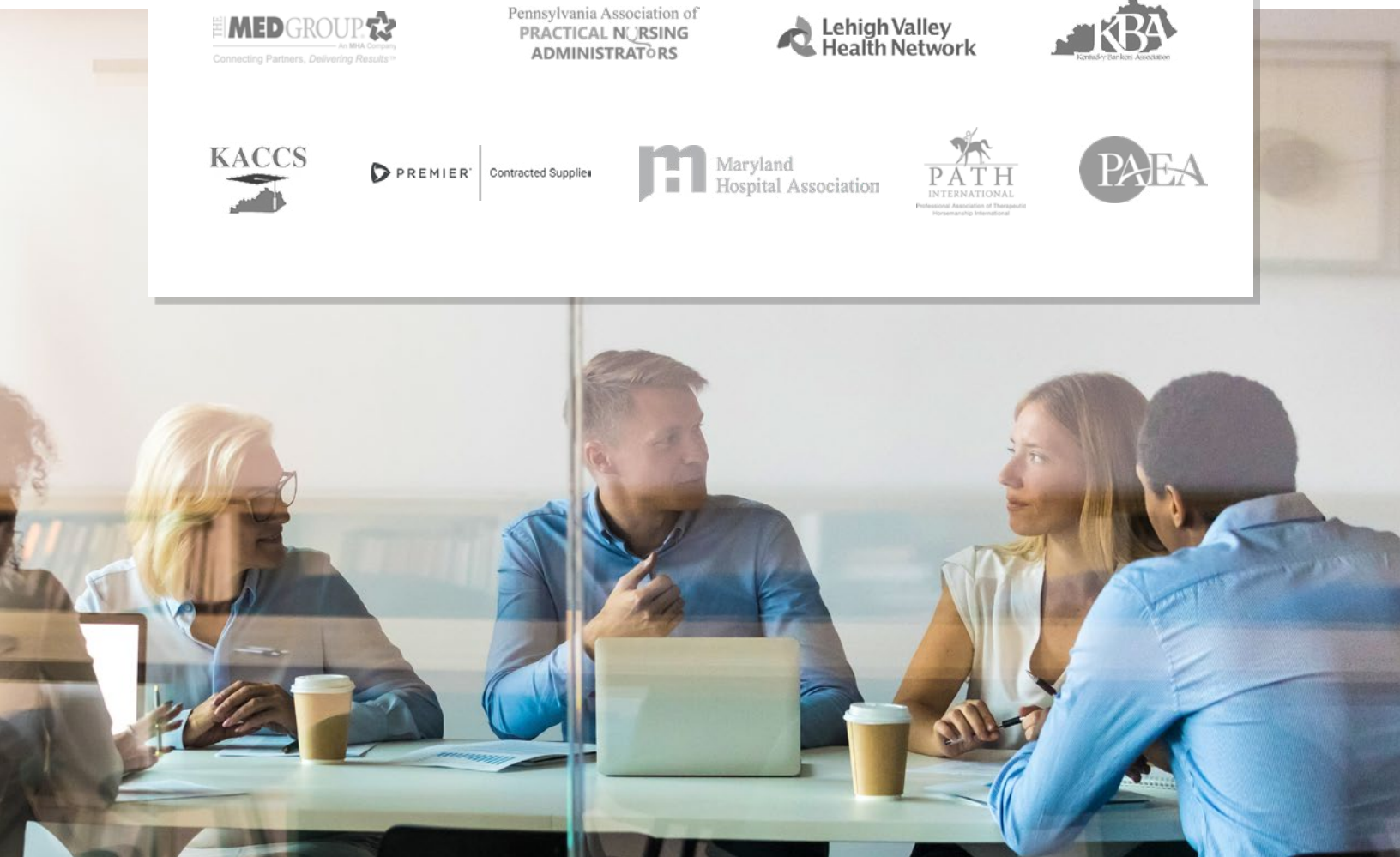
In addition to increasing and enhancing the value to your members, CastleBranch also drives revenue for your organization. We will provide a revenue share for every solution your members adopt. You bring your members a substantial discount on solutions that provide them with valuable insights and increase their efficiency—and it earns you revenue.



Networking and Thought Leadership

CastleBranch is honored to work with a partner network that includes industry leaders in human resources, financial markets, education and healthcare, including many of the largest healthcare systems in the country. We are informed by the **Infectious Disease Council**, an international coalition of experts that works to help prepare organizations and individuals for the threat of infectious disease.

CASTLEBRANCH PARTNERSHIP NETWORK





Best Practices and Standardization

Drawing on our history of business-process leadership, we can help you and your members standardize processes within your organizations and across your industries. We're leaders in best practices for infectious disease screening, student and employee onboarding and immunization tracking. We share these best practices—and we want to help you create your own, because there is efficiency, protection and power in upholding unified standards for practices such as pre-employment background screening.



Shared Learnings

We have an established system of efficient communication and are prepared to share our learnings with you and your members through webinars, virtual events, white papers and more. We're data experts who can navigate data usage for crystal-clear metrics, airtight security and streamlined compliance to help you and your members work smarter, not harder. We also want to learn from you and your members about which products to deliver, the most-valued features, and how to create a seamless user experience for all.



THE CASTLEBRANCH DIFFERENCE

In addition to offering industry-leading services and solutions for infectious disease screening, compliance management and background screening, we at CastleBranch bring value to your members through the philosophy and practices that drive us. We know this as the CastleBranch Difference, and we demonstrate it through:



Trust and Security

Tracked more than 35 million medical documents nationwide.



Industry Leader

Recognized as one of the top 10 consumer reporting agencies (CRAs) in the country.



PBSA Certification

Certified by the **Professional Background Screening Association**, an accreditation we share with less than 5% of all national CRAs.



Member Discounts

Guaranteed member savings on products and managed services that keep their businesses running smoothly.



Accuracy

Maintained accuracy rating of 99.996% on screening services.



Best Practices Model

Continued learnings from our 35,000+ client accounts and better solutions implemented from those learnings.



Talent Supply Chain Experts

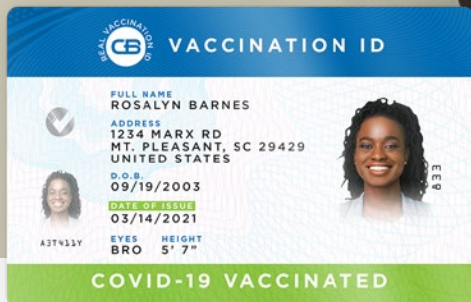
Dedicated to helping businesses hire and retain the best people, and helping those people transition to and through their professional lives.



Satisfaction Promise

Committed to our clients with two specialized help desks.

OUR SOLUTIONS



Our robust portfolio includes more than 200 products and managed services, and we are constantly iterating these offerings to meet changing necessities. In fact, because of our commitment to evolving to meet our clients' needs, more than two-thirds of all colleges and universities in the country are current CastleBranch clients, using our solutions to help facilitate student and employee onboarding, background screening, drug testing, immunization and infectious disease compliance, document management and clinical experience communications.

Infectious Disease Screening

CastleBranch's team members are experts in verifying and managing infectious disease screening and vaccination records, including the flu and hepatitis B vaccines that are common requirements for healthcare professions.

In 2020, we expanded our infectious disease screening solutions to respond to the COVID-19 global pandemic. Our COVID-19 response solutions help organizations mitigate the risk of COVID-19, and helped keep healthcare students in clinical rotations during a critical time to keep the employment pipeline flowing.

- **COVID-19 Compliance Infectious Disease Screening Solutions**—The COVID-19 Compliance managed service offers a secure, easy way to track COVID-19 symptoms and diagnoses across an entire organization. With four components — temperature tracking, isolation and quarantine management, diagnostic testing and tracking, and contact tracing — the COVID-19 Compliance solution takes the legal, liability, and administrative burden of managing these protocols off of organizations. CastleBranch team members do all the heavy lifting while keeping personal data secure and safe.
- **Real Vaccination ID Card: Vaccination ID and Waiver ID**—CastleBranch's Real Vaccination ID card is the only vaccine passport to offer fraudproof protection while also completely protecting a cardholder's personal data. It is a driver's license-sized card that verifies the cardholder's vaccine status, whether they've received the COVID-19 vaccine or have a legally permissible exemption. CastleBranch's experts verify the proof of vaccine or exemption before issuing a card, and, as with all CastleBranch solutions, the cardholder retains complete ownership of all of their data.



OUR SOLUTIONS

Screening and Compliance Solutions

CastleBranch offers an extensive array of screening and compliance solutions to enable companies and institutions to safely transition individuals to and through their professional lives. These solutions are accessible for students, employees, contractors, interns and more.

Our featured [screening and compliance solutions](#) include:

- **Background Screening**—Nationwide, state and county criminal records, sex offender abuse and registry searches work to keep organizations safe, ensure companies and intuitions are onboarding the highest-quality applicants, and reduce risk of liability and reputation tarnish.
- **Social Media Screening**—Pre-employment and ongoing social media screening reports detect posts representing potentially violent behavior, demonstrations of racism and intolerance, and more, while omitting protected personal information, enabling your members to make thoroughly educated hiring decisions without violating privacy laws surrounding protected-class information.
- **License and Education Verification**—Verifications check the validity and accuracy of an applicant's previous employer, professional license, reported education and more, ensuring accurate results and helping your members find the best fit for their organization.
- **E-Training**—In a world that has transitioned to primarily virtual communications, e-training is essential. Virtual training courses cover a wide array of HIPAA- and OSHA-related topics to ensure your members maintain compliance with these laws and keep their workplaces safe. Topics include a tutorial for proper handwashing and a guide to correctly donning and doffing PPE.
- **Site Access Badges**—CastleBranch's site access badges are highly customizable and can be tailored to suit each member organization's unique needs.

OUR SOLUTIONS



Clinical Experience Solutions

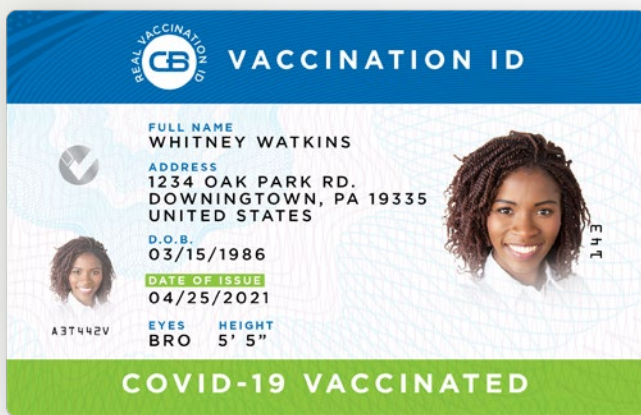
We've made it easy to standardize the entire higher education experiential learning process. Whether it's clinical rotations for nursing or allied health, student teaching experiences, or internships, we give your members leverage to secure the placements and preceptors they need. Our seamless processes for screening, onboarding and scheduling will give your members a major advantage. Combined with our laser focus on transitioning students to professional life, our solutions will help your members build in-demand employment pipelines that will grow hiring opportunities for years to come.

- **CB Bridges™**—CB Bridges™ provides a pathway for communication and strengthened relationships between students, schools and healthcare facilities. During the COVID-19 pandemic, the CastleBranch team worked tirelessly and passionately to ensure, with the help of our other CB solutions, that nurses could safely continue their journey to and through professional life by continuing clinical rotations.

CB Bridges™:

- Gives your member organizations leverage to secure the clinical placements and preceptors they need
- Streamlines the processes of screening, onboarding, scheduling and reviewing student interns
- Provides insight and data that enables a healthcare facility to grow its employment pipeline

IN-DEPTH: REAL VACCINATION ID



Problem

As of April 2021, three COVID-19 vaccines have received emergency use authorization in the U.S. and widespread vaccine distribution has commenced. For your members, this provides hope and a promising path forward to get back to work and into profitable margins.

But now your members have a new problem: they need to verify that all their people are vaccinated. This means being able to detect fraudulent vaccine documentation, and keep track of which individuals can legally receive a vaccine waiver. Plus, they'll need to ensure every individual's complete data security and privacy. How can they accomplish all of this without tremendous administrative burden?

Your members now have a monumental logistical, legal and liability challenge on their hands. They are looking to you to offer a solution, best practices, education and trustworthy vendors.

Solution

CastleBranch's Real Vaccination ID cards are verified, physical evidence of an individual's vaccination status, complete with sophisticated anti-counterfeit technology to ensure authenticity. Upon verified vaccine status, individuals can acquire a CastleBranch Real Vaccination ID card so anyone can see, at a glance, that they've received a COVID-19 vaccine, or have a legal exemption.

- Physical and digital: The Real Vaccination ID is a convenient driver's-license sized card that possesses anti-fraud technology and a QR code that allows access to the primary-source vaccination or waiver documents.
- True privacy: By providing a user flow that only displays the relevant vaccination records, CastleBranch offers true privacy to the user. Personal data used to create these cards is not sold or given to any third-party entities for ulterior use.

CastleBranch has already helped both the Organization for Associate Degree Nursing (OADN) and the American Association of Colleges of Nursing (AACN) bring their members this solution to give them the power to standardize the COVID-19 vaccine process for nursing education in this country.



Real Vaccination ID cards are helping OADN-member schools prove their students and faculty have received the COVID-19 vaccine and encourage much-needed student participation in clinical experiences.

-Donna Meyer, CEO of OADN

