



# Clear Protocol<sup>®</sup>

Validate clinical procedures hands-free with Clear Protocol<sup>®</sup> SaaS

# The Problem

- There is an information bottleneck that impacts all of healthcare. Clinicians have to enter and request information inefficiently.
- Physicians spend nearly two hours on documentation for every hour seeing patients.<sup>1</sup>
- Nearly 1/3 of physicians spend 20 hours or more a week on paperwork and administrative tasks.<sup>2</sup>

# The Results of the Bottleneck

Constant Information Exchange

New Treatments

New Devices

New Drugs

Complex Treatments

Co-morbidities

Inefficiency

Clinician Fatigue

Errors

Harm to Patient

Longer Hospital Stays

High Costs



Clinicians Have to Enter & Request Information *Inefficiently*

# The Solution... Clear Protocol® 1 of 2

- Validation of clinical procedures
- Contemporaneous documentation
- Dynamic, two-way communication with the electronic medical record
- Hands-free

# The Solution... Clear Protocol<sup>®</sup> 2 of 2

Clear Protocol<sup>®</sup> is not another transcriber method.

It allows for both validation and documentation at the same time information is received.

# Advantages

- Saves valuable time
- Promotes patient safety
  - Following guidelines with Clear Protocol<sup>®</sup> can help prevent medication errors. These errors “... injure approximately 1.3 million...” annually in U.S. <sup>4</sup>
- Reduces malpractice liability

# Benefits

- Secure, HIPAA compliant
- Compatible with most hardware and operating systems (Windows, MacOS, iOS, Android, etc.)

# Business Opportunity

- B2B Recurring Revenue - In a Stable Industry
- Efficient Use of Capital - Scalable SaaS
- Patent Protection
- Every clinician in every hospital, clinic, and private practice is a potential user of the Clear Protocol<sup>®</sup> system.



# Intellectual Property



Two Issued  
US Utility Patents:  
10,318,928 B1 (2019),  
11,341,460 B2 (2022)



“Clear Protocol”  
trademarked; name  
usable in any  
industry



clearprotocol.com,  
and “.ai” Domains



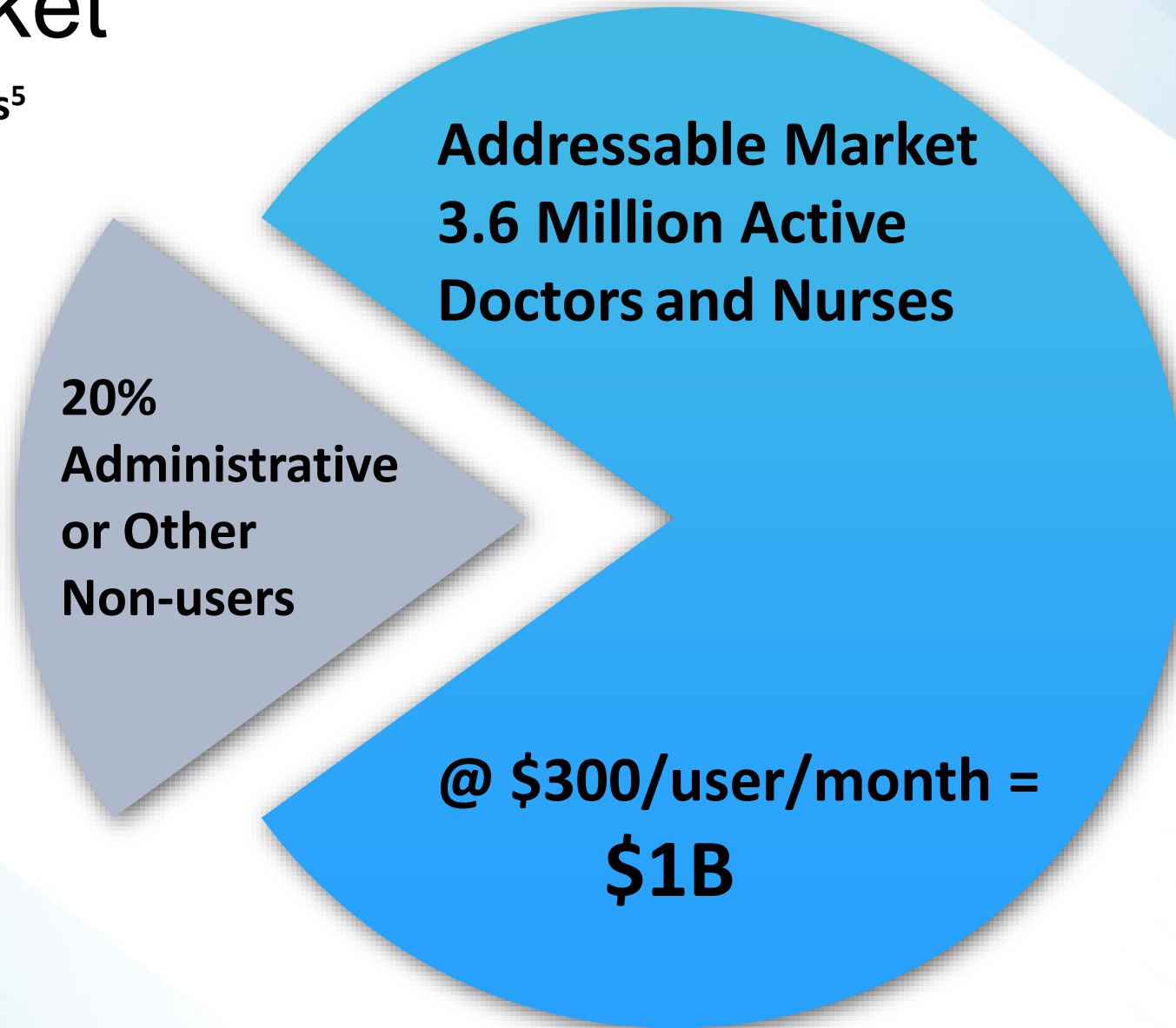
Software  
copyrighted



Trade secrets  
maintained

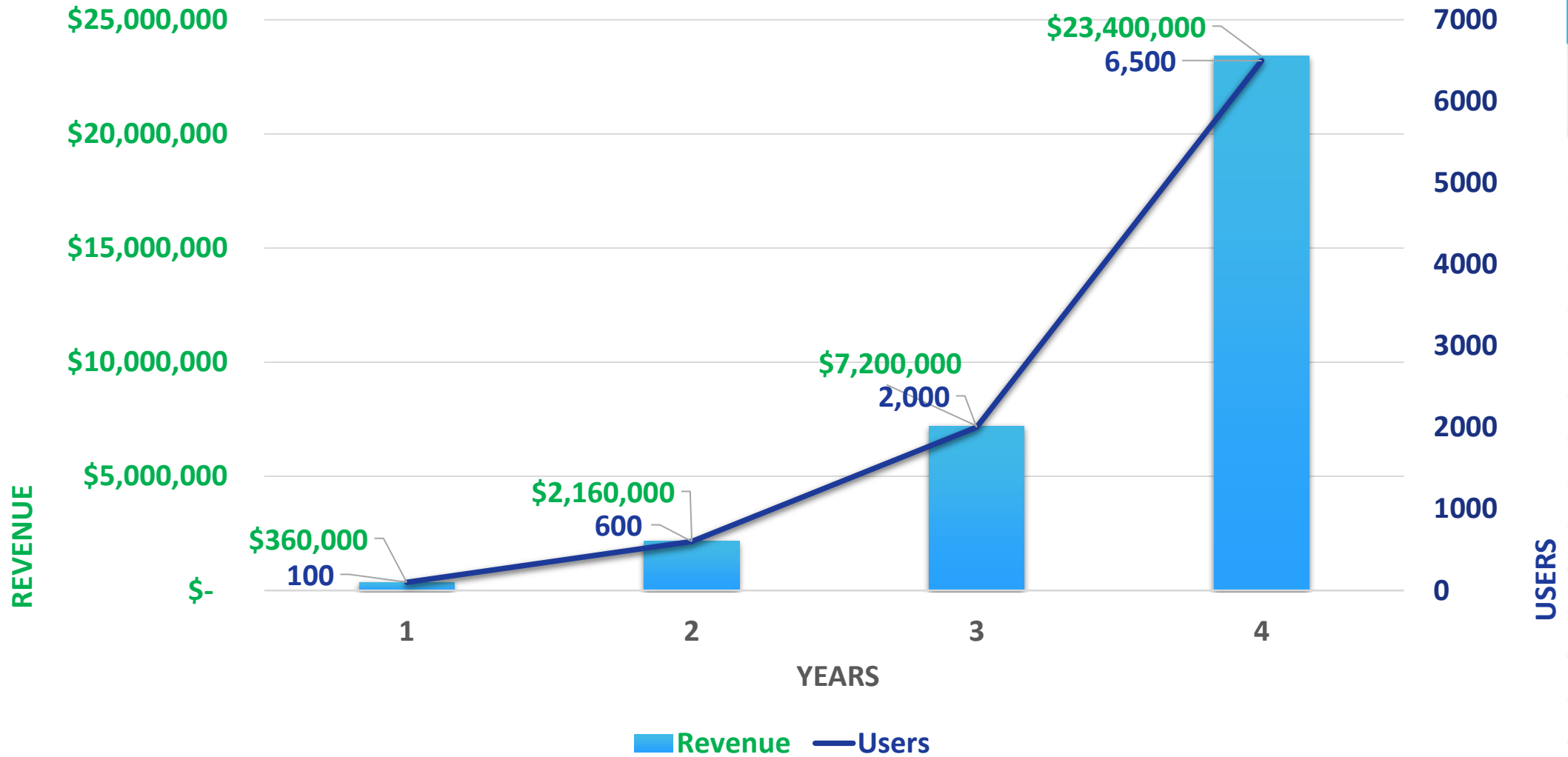
# Total Market

4.4 Million Doctors<sup>5</sup>  
and Nurses<sup>6,7</sup>



# Annual Revenue and User Projection

Subscription recurring revenue only. One-time charges such as hardware, installation, and training not included.



# Market Validation Survey

- Surveyed nearly 200 doctors from 17 different specialties  
Professional survey performed by Sago (Schlesinger Group), Baltimore.
- 80% want to learn more about Clear Protocol®
- 77% of doctors would be interested in integrating Clear Protocol® into their practice

# Traction

- Initial seed capital has been provided by Ashur Capital, LLC, led by Robert Gabriel, PhD. Ashur Capital has indicated a willingness to participate in subsequent funding rounds.
- A “Top 100” US law firm, Sheppard Mullin, filed our patents, which were issued in 2019 and 2022.
- There are about twenty specialized experts who helped or are helping with development (see our list of advisors on [clearprotocol.com/team](https://clearprotocol.com/team))
- We developed a demo prototype, tested by our advisors
- UCLA computer science advised and programmed our proof-of-concept prototype

# Founders

## **Marie L. Kestone, RN., Co-founder**

Having lost close friends, 19 and 34 years old, from routine hospital stays, and not to mention her years of experience as RN at Southern California hospitals, Marie was inspired to co-found a Health IT enterprise.



## **Ernest M. Kestone, CEO, Co-founder**

When a friend's mother developed infections upon consecutive hospital visits, an idea was born to assist in verifying every clinical procedure using digital technology. A life career in a highly regulated business environment provided Ernest with the technical know how.



# Team Advisors 1 of 2 - We share a passion for Assistive Technology



**Rindala Saliba, PhD**  
**Strategic Product**  
**Management/Technical**  
**Marketing**



**Giancarlo Fazzi, BBA**  
**General Operations,**  
**Clear Protocol, Inc.**



**Dimitrios Zikos, PhD**  
**Assistant Professor,**  
**Health Administration Program,**  
**College of Health Professions,**  
**Central Michigan University**

# Team Advisors 2 of 2 - We share a passion for Assistive Technology



**Steven Werber, PhD,**  
Lecturer, UCLA Anderson  
School of Management



**Matthew Turk, PhD**  
President, Toyota Technological  
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**Otto Steinbusch, JD**  
Intellectual Property Attorney,  
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**Jonathan Jassey, DO**  
Founding Pediatrician at  
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**Richard Bruckner, MD**  
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**Edward P. Hoffer,**  
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Associate Professor of Medicine, Harvard;  
Senior Scientist at  
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# ClearProtocol®

## CONTACT



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