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Management:

- **Gene Scheurer**, Co-Founder, CEO: 25+ years experience; co-founded Optimum Healthcare IT
- **Charles Boicey**, Co-Founder, Chief Innovation Officer: 25+ years experience; Professor Applied Health Informatics, Stony Brook University; ran trauma unit at LA County USC Medical Center; healthcare informatics futurist
- **Jason Mabry**, EVP Sales: 15+ years experience; co-founded Optimum Healthcare IT
- **Kevin Field**, President: 12+ years experience at Epic
- **Joy Fulton**, COO: 15+ years technology leader driving from ideation to delivery to launch and pivot businesses for new market development within the highly regulated healthcare industry
- **Randall Robinson**, CFO: 14+ years' experience, led finance and accounting at Black Diamond, SS&C Advent

Key Advisors/Board Members:

Board Members: Gene Scheurer, Jason Mabry, Dan Galles, Kirk Moquin, Dan Wildermuth

Industry: Healthcare IT

Year Founded: 2016

Number of Employees:

FT: 55; PT: 0; Contractors: 38

Bank: Hancock Whitney

Law Firm: Holland & Knight

Current Investors:

Providence Ventures: \$4.0M;

KMMT: \$5.4M; Caron Brothers:

\$4.3M; Wildermuth: \$6.8M;

Others: \$7.0M

Monthly Burn Rate: ~\$330K

Financing Sought: \$15M

Use of Funds:

- Sales & Marketing Expansion
- Research & Development
- General Business Purposes

Business Description: Clearsense is a sophisticated, intuitive Data-Platform-as-a-Service (DPaaS) helping healthcare organizations accelerate data maturity, optimize analytics, improve decision quality, and unlock meaningful outcomes.

Company Background: Optimum Healthcare IT co-founders Gene Scheurer and Jason Mabry founded Clearsense to solve healthcare challenges with precision and speed, leveraging all data available as a single source of truth. The platform product vision was developed and is driven by Charles Boicey, who previously created a robust healthcare data platform at LA County USC Medical Center after spending a year studying the technological innovations at Google, Facebook, LinkedIn and Yahoo, leading to the architecture and development of the Clearsense platform.

Problem/Solution: Significant barriers to data due to format, structure, and location limit the ability for healthcare providers to realize the true value of analytics. The Clearsense DPaaS enables health systems to leverage raw data from all sources and in all formats to create a single source of truth, driving insights to improve outcomes for all stakeholders.

Products/Services: The Clearsense DPaaS model provides four functional offerings: (1) Aggregation and Integration, pioneering a unique approach to tagging without altering source data, (2) Governance and Reporting, simplifying standardization and authorization processes, (3) Advanced Analytics, offering a suite of powerful tools for data analysis and visualization and (4) Replatforming, providing oversight, recommendations and guidance on the implementation of new technologies.

Technologies/Special Know-how: The Clearsense platform provides proprietary ingestion technology to tag and organize ALL healthcare data (structured and unstructured). This enables enterprise access to curated data for industry-standard or customer-defined models and schemas, data governance, key metric definitions, and generation of reports. The platform features a bring-your-own-tool design allowing clients to use Clearsense in concert with existing solutions. This approach enables true data dexterity across the healthcare enterprise.

Markets: Clearsense currently sells into large healthcare Integrated Delivery Networks (IDNs), but its core technology is applicable to payer, life sciences and other markets, totaling a \$5.5B+ TAM.

Competition: Various aspects of the Clearsense platform compete with cloud providers, legacy data management providers, analytics, BI and visualization companies. However, the Clearsense platform can be adjunctive to any of these, can improve any individual technologies that exist alongside it, or be the sole platform providing all the above services.

Business Model and Distribution Channels: Subscription-based revenue model with long-term contracts, selling direct and through key channel relationships.

	PROJECTIONS	2019	2020	2021	2022	2023
<b>Revenue</b> (in millions)		4.2	12.4	20.1	31.1	47.1
<b>EBITDA</b> (in millions)		(7.3)	(3.7)	(3.4)	0.8	10.4