

CLINICALL

The Global ClinicAll Healthcare Community



ClinicAll

Who are we?



Business operations **since 2008**

Software solutions to support and integrate **digital services** in hospital processes

In use in **40+ hospitals** world-wide (end of 2018)

25 employees,
supported by third party contractors as needed

Active in **10+ countries,**
U.S. parent company (ClinicAll International Corp.)
Software & product development in Germany

ClinicAll

Corporate Structure

ClinicAll International Corporation
 666 Third Avenue 10017 New York, USA
 CEO: Hermann Kamp

Wholly owned subsidiaries

ClinicAll Germany
 Hellersbergstr.6
 41460 Neuss, Germany
 GM: Nadine Leicht

ClinicAll Spain S.L
 c/Filipinas 12
 07014 Palma de Mallorca, ES
 GM: Nadine Leicht

Clinicall GmbH
 Am Europlatz 2 G.G
 1120 Wien, Austria
 GM: Nadine Leicht

ClinicAll AG
 Rigistrasse 3
 6300 Zug, Switzerland
 GM: Gottfried Gnos

ClinicAll North America
 666 Third Avenue
 10017 New York, USA
 GM: Hermann Kamp

Clinicall France S.A.S.
 5rue de Castigione
 75001 Paris, France
 GM: Nadine Leicht

Clinicall Middle East
 56, w2 Building, Dubai Airport
 Freezone, Dubai, U.A.E.
 GM: Ayman Lallo

Clinicall Gibraltar Ltd.
 57/63 Line Wall Road
 Gibraltar
 Director: Keith Chichon

ClinicAll

The ICO Core Team



Hermann Kamp
CEO



Jeffrey A. Schwab
General Counsel



Keith Chichon
Director ClinicAll (Gibraltar)
MLRO



Patrick Maassen
Vice President
Technical Operations



Massimo Dongilli
Vice President
Software Development:



Diego Albini
Senior Developer

The Problem:

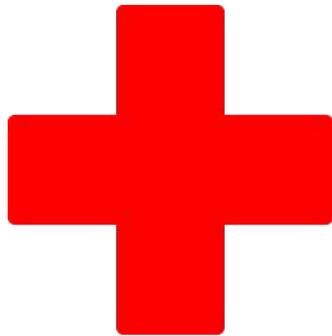
Transition to Digital Healthcare

Hospitals & medical organisations:

- face high effort in administration & processing data
- lack support to develop & implement digital strategies
- need to cover high initial cost to introduce digitalization

Digital solutions:

- will lead to a transformation of the doctor–patient relationship
- will be disruptive for many areas of healthcare



The Problem:

Patients ask for better healthcare access

Patients and individuals:

- 75% of patients support digitalization in healthcare¹⁾
- 83% of patients see a backlog in digitalization processes in healthcare²⁾
- 52% of millennials, 38% of Gen X would connect to virtual medical assistants³⁾



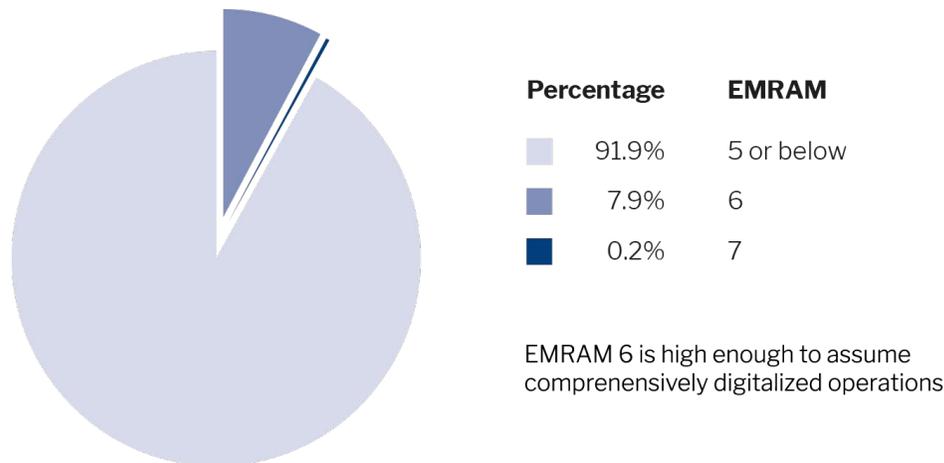
1) in Germany; TNS Emnid/forsa for the Federation of German Consumer Organizations, 2016

2) in Germany; Deutsche Apotheker- und Ärztebank (apoBank) + Statista, 2018

3) in U.S.; Deloitte Health Care Consumer Survey, 2018

The Market: Digital Healthcare

More than 90% of clinics are in need of fundamental IT penetration¹⁾



- 21% annual growth of the global digital healthcare market from 2015 to 2020 to approximately 209 billion US dollars²⁾
- market share for mobile health will be 41 billion US dollars in 2020²⁾
- every 73 days, the volume of patient data doubles – until 2020³⁾

1) in Europe alone; HIMSS Europe EMRAM Stage 6 & 7 Community, January 2018

2) Source: „Digital and Disrupted: All Change for Healthcare‘ by Roland Berger 2016

3) Source: Life Sciences, February 2016 edition

The Solution:

The ClinicAll Ecosystem

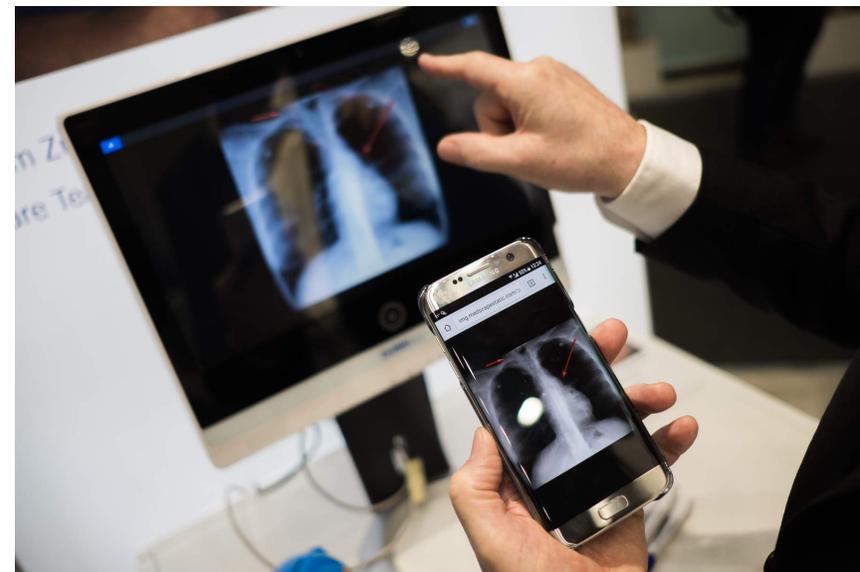
How do we achieve the best
for both **patients & individuals**
and **healthcare service & goods providers**?

Our strategy is two-fold:

- (1) Create a better hospital environment
- (2) Create the ClinicAll Healthcare Community

(1) builds on our already existing and proven business model
and (2) supports our future vision

Our vision is to support the **Global Healthcare Community**.



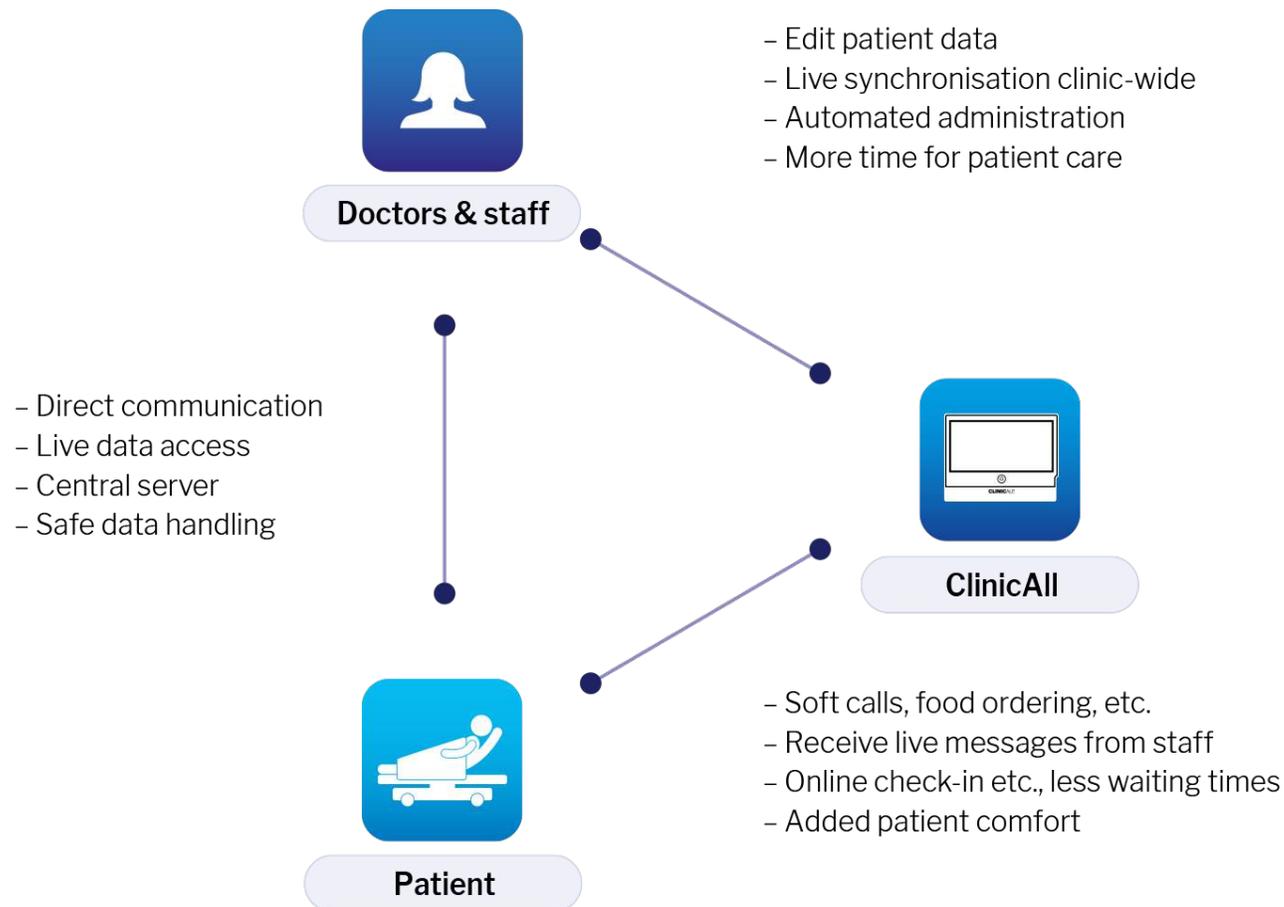
The Solution:

(1) Create a better hospital environment

The ClinicAll digital platform connects patients, doctors and staff.

It makes processes simpler and gives caretakers more time and freedom to serve the patients.

We support hospitals on their way to digitalization.



The Solution:

(2): The ClinicAll Healthcare Community

Connect **any individual** to providers of healthcare services and goods

Accessible for anyone and **free of charge**

The **ClinicAll App** offers access to the Community services from anywhere

Blockchain transactions

We strive to make access to the best healthcare services as easy as possible.



ClinicAll Healthcare Community

How does it work?

Use one App for **unified access** to hospital-related services and services outside medical facilities

Example services:

Find & consult medical specialists

Online pharmacies

Therapists

Taxi/hotel/restaurants in vicinity of hospitals for patients & visitors

Use **Blockchain** for transactions between patients/individuals and medical service providers



Competition Analysis

How do we differ?

Medicohealth

medicohealth.io

This project aims to build a platform where patients can find and consult medical specialists, share patient data via the blockchain and also use blockchain for payments.

Our difference

ClinicAll offering is broader

The ClinicAll Ecosystem is two-fold. (1) we cater for individuals that are looking for healthcare-related services of all kind, and (2) we also offer in-hospital services that are beneficial for patients, doctors and staff.

We aim to include not just medical specialists in our community, instead offering a broad selection of product and service providers such as pharmacies, sports therapists, specialised lawyers, nutrition specialists, and many more.

ClinicAll builds the new community on an existing business

ClinicAll in-hospital services are operated since 2008 in various hospitals. The ICO project ClinicAll Healthcare Community specifically includes TV/internet/phone services for patients, on-site cafeterias, local restaurants, taxi companies, hotels. The goal is that not only the patient, but also family, visitors and relatives get the best support possible.

Competition Analysis

How do we differ?

Cura Network

curanetwork.co

Cura Network – „The Global Decentralized Health System“ – aims to create a unified platform that allows to share your data in a secure and explicit manner, having access to your records instantly.

Healthbank and **Embleema** are also projects centered about sharing patient data within the blockchain.

Our difference

ClinicAll is less focused on patient data

Our over 10 years of experience in the medical sector and close collaborations with hospital operators – as well as new GDPR regulations – tell us that there are many legal obstacles that are currently not solved, before patients can store their health data in the blockchain.

ClinicAll Health Community is designed to meet existing laws

This is why our ClinicAll Healthcare Community is designed to offer many valuable services without the need to save any health data. Of course we are also developing and considering possibilities to save health data in blockchain legally so we're ready to add such services whenever and wherever legally applicable. But it's not the core of our project.

ClinicAll Health Token (CHC)

Why Blockchain?

Security:

Safe & fast payment solution within the Community

Global transparency in pricing

It does not matter where you or your selected service provider are physically located

Optimization:

Patients and members can opt to share individual data with the service provider of their choice, for easier & more reliable consultation processes (solutions are under research that will be GDPR compliant)

Democratization of data:

We are firmly committed to give users and patients full control over all data they want to share in our community.



ClinicAll Healthcare Community

How do we create revenue?

(1) In hospitals:

ClinicAll installs the software platform at every patient's bedside

Installation contract periods are 8 years minimum, 10 years standard

Patients pay directly to ClinicAll for the use of infotainment services (TV, Internet, phone)

Current payments are approx. 4 EUR/USD per day for infotainment services

Future pricing in Token will reflect current prices

(2) Community services:

ClinicAll establishes the online platform and runs a curated service to verify all providers of medical services and products

All providers of medical services and products will enter into a service agreement with ClinicAll

A fixed amount of the revenue that any service providers create (e.g. 20%) will be paid to ClinicAll

Our commitment to Blockchain

Create global benefits for all users

Use in ClinicAll-enabled hospitals:

Use CHC Token for payment of ClinicAll's own in-hospital information and entertainment services

Easier access to prescribed drugs:

Members can share their prescriptions within blockchain to purchase prescribed drugs*

Cooperation with suppliers of fitness devices:

Share data collected by your fitness devices within blockchain to aid discussions and consultations*

Additional functionalities under research:

Tracking & tracing of patients' food orders in hospitals, supervision of drug storage and usage, etc.

**in countries where local healthcare system & protective status allow*



Market penetration

The ecosystem in hospitals

Patient infotainment

- economic benefit on all ClinicAll infotainment offerings:
- TV, Internet, phone etc.

Treatment and medication

- special offers by connected pharmacies

Patient care

- optional rehab and care treatments
- access to special rehab or training schedules after the hospital stay

CHC token



Guests and visitors

- taxi services
- B&B / hotel special offers for guests
- restaurant offers

Patient comfort

- additional food & beverages from clinic snack shops etc.
- hairdressers and other services within /nearby to the clinic



Patient

Establishing new ideas in the healthcare sector

10+ years experience & knowledge

One key advantage of ClinicAll is that we have already 10+ years of experience in the healthcare sector – and we have built up trust with long-established hospital partners. Our standard contract periods are 8–10 years.

Establishing blockchain within the healthcare sector

Together with these existing partners, we can also test new ideas in a production environment much more easily. This is why introducing the CHC token as payment solution is a logical first step for ClinicAll – it will serve as a *proof-of-concept for using blockchain in the healthcare sector*.

Meeting legal requirements

Requirements of healthcare and data protection legislation are manifold. We believe several startups promise blockchain uses that won't meet these requirements. Our solutions are designed carefully to avoid these problems. *We don't promise what can't be done.*

Our concept is to establish blockchain step-by-step

- beginning with a payment solution that can be adopted in accordance with all legal requirements
- working hand-in-hand with existing healthcare and hospital partners

Market penetration

Building on our existing business

Patients in hospitals

are already using ClinicAll services (photos show a hospital where 660 terminals have been installed in Qatar in 2018).

Current services for patients

TV, Internet, phone, digital food ordering, soft nurse call, bed & room control, etc.

For doctors and staff:

Room monitoring, messaging services, treatment plans, access to patient data, automated patient check-in & many more.

The software platform can be expanded to include blockchain-driven services, helping to penetrate the market and paving the way for the ClinicAll Healthcare Community.



ClinicAll ICO

Use of proceeds

Hard Cap – 100 Million USD

The hard cap is an ambitious goal but considering the high cost of hardware installments in hospitals, we believe that it is a realistic scheme that would allow for thorough market penetration. So, provided the ICO reaches at least 70% of the hard cap, proceeds will be used according to the following scheme.

Grow the ClinicAll Ecosystem 65%

- Invest in sales and establishing and support of subsidiaries, branches and distributors based upon the installation of 30,000+ bedside terminals (approx. 2,000 USD per unit) in existing and new markets and to expand our market presence and support ClinicAll subsidiaries in expansion initiatives ... **60%**
- Increase of sales force world-wide, expansion of distributors network ... **5%**

Software Development 20%

- Further development of ClinicAll Software and integration of blockchain technology in the world-wide healthcare sector ... **10%**
- Technical implementation and expansion of the worldwide ClinicAll Healthcare Community ... **5%**
- Further invest in pursuing to secure IP rights and patents ... **5%**

Acquisition 5%

- Acquire companies with compatible app solutions that are already integrated, or will be integrated at a later time ... **5%**

Marketing 10%

- Enlarge marketing and sales promotion worldwide ... **5%**
- Events and exhibitions ... **5%**

ClinicAll ICO

Use of proceeds

Soft Cap – 10 Million USD

If considerably less than 70% of the hard cap is raised during the ICO, ClinicAll believes that the Community can still be launched successfully but of course we will concentrate on investing in a selection of key areas.

We will reduce the funds for “Growing the ClinicAll Ecosystem” which basically involves installing bedside terminals in hospitals accordingly, so that still enough funding will be available to develop and launch the online ClinicAll Healthcare Community successfully.

Software Development 50%

- Further development of ClinicAll Software and integration of blockchain technology in the world-wide healthcare sector
- Technical implementation and expansion of the worldwide ClinicAll Healthcare Community
- Further invest in pursuing to secure IP rights and patents

Creating and building the Healthcare Community 50%

- using already existing ClinicAll Projects as a base for installing and building the community

ClinicAll ICO

What we have achieved so far

- 2008 After six years of refinement and intensive development, the first ClinicAll software and proprietary ClinicAll terminals with Infotainment capabilities are installed in German hospitals by ClinicAll Germany GmbH.
- 2010 ClinicAll International Corporation is founded, with its office in New York, in order to better position its products in all markets around the world. Its main operating subsidiary was in Germany.
- In the years following 2010, subsidiaries are founded in Austria, France, Spain, Switzerland and North America serving not only their home countries but others as well. The first clinics in Spain and other countries introduce ClinicAll systems. Software is added to provide access to and integrating hospital functions.**
- 2012 **ClinicAll enters into a strategic partnership with Microsoft. A Windows based software is launched for the first time on end devices in clinics, and ClinicAll gains a unique position in the market, and pursues the goal of revolutionizing the market for patient bedside accessible software. Third-party software could now be easily added to the ClinicAll system.**
- 2013 ClinicAll launches the CliniTec Box, the first fully integrated patient terminal and software in a compact box on wheels, permitting greater use of the ClinicAll system within the hospital.
- 2015 ClinicAll rolls out the ClinicAll Software App v2.0, which provides real-time multitasking for TV/Internet/telephony and additional hospital service applications.
- For the first time ever, HIS including EMR are fully integrated, enabling doctors and staff to access and edit patient data directly at the point-of-care, the bedside.** Automated patient check-in is carried out via ClinicAll terminals for the first time in the University Hospital of Golnik / Slovenia.
- More than 200 ClinicAll systems are installed in Saudi Arabia with new customer-specific screen design integrating 24 applications – from the digital Quran to HIS access.**

ClinicAll ICO

What we have achieved so far

2017 Additional international deals are closed.

The German Federal health minister visits the ClinicAll's German headquarters and gives a presentation on "The Significance of IT and Digitalization for Future Supply Structures".

2018 ClinicAll provides a live demonstration of a digitally networked hospital environment at the conhIT exhibition with a wide range of new features integrated in the ClinicAll App.

After equipping the leading private hospital group in Saudi Arabia in 2015, ClinicAll opens negotiations with several governments in GCC to equip military hospitals as well as private hospitals groups.

More than 600 ClinicAll systems are installed in the first ClinicAll equipped hospital in Qatar.

The Community Mobile App is released, tying together users and sponsors and permitting users to employ their own devices in hospitals and healthcare centers.



2017 – The German Federal health minister Hermann Gröhe (top right) visiting the ClinicAll's German headquarters

ClinicAll ICO

Roadmap

2019-2022

- Marketing and Sales to expand the ClinicAll Healthcare Community partner network
- On-board regional ClinicAll Healthcare Community sales and marketing managers for North America

Q1/2020

- Full Mobile App Rollout and launch of ClinicAll Healthcare Community
- Blockchain releases for sandbox and bug testing bounty campaign and activation of CHC Token usage
- Start of bounty campaign for CHC Token holders

Q1/2020

- Activation of CHC Token usage at ClinicAll bedside terminals
- Activation of CHC Token usage for ClinicAll Mobile App
- Sandbox and bug testing doctor to patient communication platform within the ClinicAll Healthcare Community

Q2/2020

- Rollout of doctor to patient communication platform
- Start of CHC Token usage within whole ClinicAll Healthcare Community partner network

2020

- Development and launch of ClinicAll Healthcare Community blockchain for patient enhanced functions:
- Enabling members to save all personal health data and information that they want to within the blockchain
- Identification of patient / user groups
- Start Asian distributorship initiative

2021

- Development and launch of integrating 3rd party apps and devices (e.g. wearables) to enable them to save personal health data within the ClinicAll blockchain

The ClinicAll ICO

Token & Sale Details

Distribution

Public sale:	100 Million Tokens
Bounty and reward partners & recruiters:	1 Million Tokens
Employees and consultants:	5 Million Tokens
Hospitals and others supporting special needs; children in danger:	20 Million Tokens
Governments to support emergency and natural catastrophes:	9 Million Tokens
Retained by ClinicAll:	5 Million Tokens

Scheduling & value

Public sale:	March 20, 2019 – December 31, 2019
Nominal value per Token:	USD 1

www.clinicall.io



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