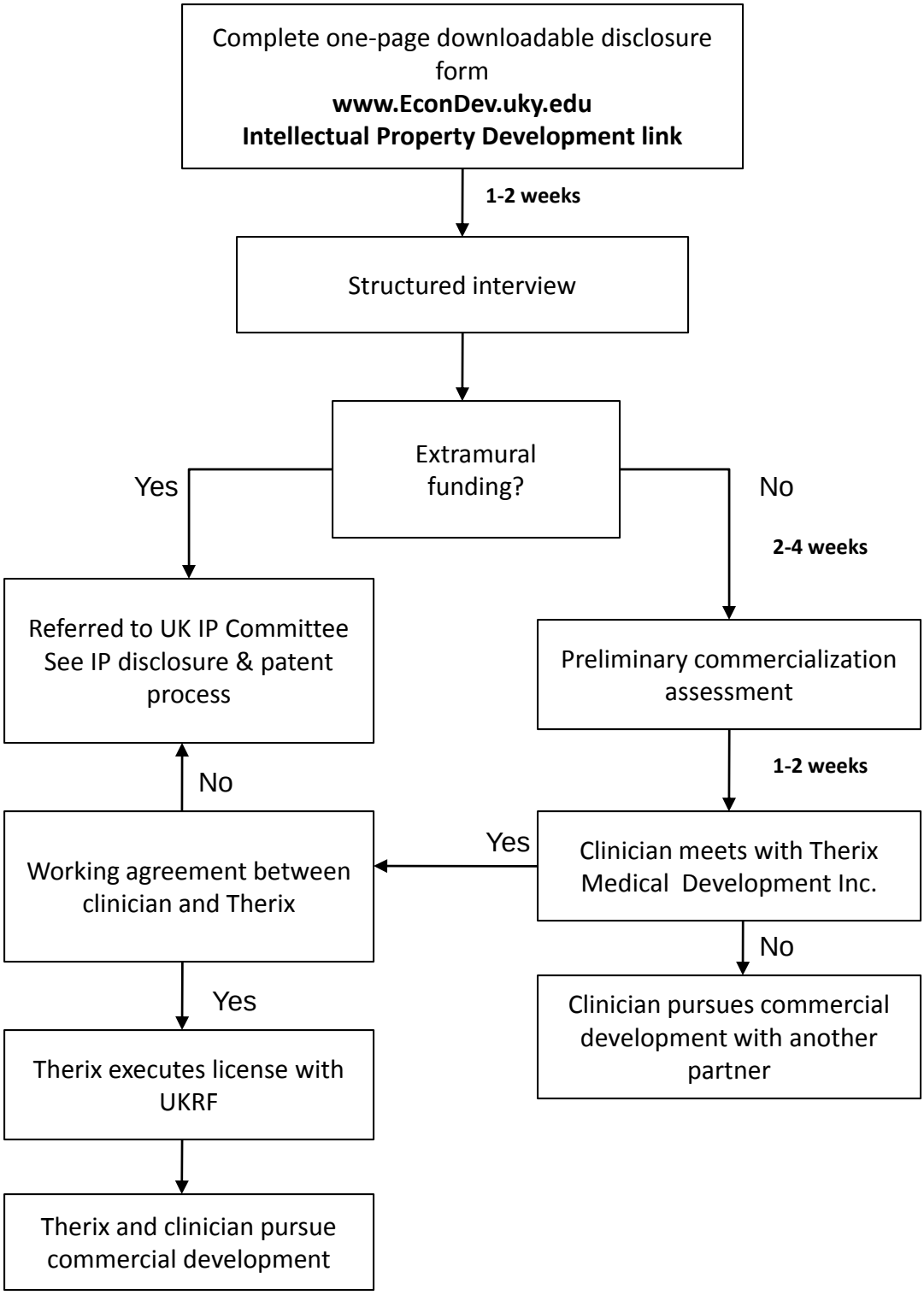Clinician Innovation, Disclosure & Commercialization Process