



**For Immediate Release**

Date: Feb. 1, 2006  
Contact: Preston Parker  
Email: [preston.parker@clearpointinstruction.com](mailto:preston.parker@clearpointinstruction.com)  
Phone: 435-757-4560

**Logan Business Launched**  
*ClearPoint Instruction Opens for Business*  
[www.clearpointinstruction.com](http://www.clearpointinstruction.com)

**LOGAN, Utah** – ClearPoint Instruction LLC opens its doors for business in February 2006. It is headquartered in Logan, Utah, and strives to reach out to a global audience with its products and services. ClearPoint Instruction can work with any organization, especially healthcare organizations, to provide effective and efficient instructional systems.

Using a unique business model, the company makes revenue on production, self-promotion, individualizing products, and selling supplementary goods and services; not on selling more copies of the digital content. In fact, ClearPoint Instruction allows anyone to copy, change, and distribute its digital content under various open licenses. Preston Parker, vice-president of ClearPoint Instruction, says, “It is exciting to utilize some new open business models that haven't really been employed before. We believe they will be successful in providing better products and in generating profit for the company.”

Mary Ann Parlin, Ph.D., president of ClearPoint Instruction, says, “We strive to have measurable results with our products. After participating in our educational programs, we want people to understand that they have a right and a responsibility to participate in their health care. We tailor our instruction specifically to improve safety and reduce anxiety in the health care experience.”

ClearPoint Instruction is a Utah-based instructional design and production company made of a small team of well-trained and highly-experienced designers. Its staff has degrees in instructional technology, curriculum and instruction, computer science, mass communications, business management, and graphic design. In addition, they have a combined 40+ years of experience in designing and developing instructional products and educational services. All this education and experience has taught the staff a simple lesson: Instruction is not effective if learners do not clearly see the main point. This is why ClearPoint Instruction uses an experiential approach where product users go through an experience which is representative of what they are learning.

For public relations inquiries:  
Preston Parker  
Vice-President  
ClearPoint Instruction LLC  
[preston.parker@clearpointinstruction.com](mailto:preston.parker@clearpointinstruction.com)  
435-757-4560