



## Medical Collaboration Network

### Recruiting Physicians for CME Events

#### Educating Physicians and Dentists

Many doctors in our network have expressed interest in attending more Medical Continuing Education and hands on training. We expect the demand for CE to be strong because it is perceived as a way for them not only to offer a better service, but also to create a new source of revenue by introducing new or enhanced services.

**Our mission is to provide you with a flow of participants for your CME events and keep them at full capacity.**

Here is how we propose to do it:

#### Quick Summary of our proposal

- **Free** Access to our highly accurate directory of U.S. health professionals, including over 120,000 direct, personal email addresses of U.S. dentists will generate new business leads.
- **Free** Unlimited video conferencing & online meetings to educate your customers and close deals faster.
- **Free** Complete customer management system for making informed marketing decisions.
- You **only pay** for messages you send, **at a rate lower than the industry's standard**. Send information about your CE events to up to 30,000 physicians or dentists of your choice, as well as an additional 30,000 of your contacts every month.

#### Details of Our Proposed Plan

##### Directory Services

Unrestricted, 24/7 access to MCN's comprehensive databases of approximately 830,000 physicians 160,000 dentists and 1,040,000 other health professionals. Over 546,000 direct and personal email addresses.

## On Line Seminars and Video Conferencing

Hold unlimited online meetings with **groups of up to 99 participants** using our video conferencing. Close deals faster by demonstrating your product to your targeted doctor or sales force. You can also use MCN to deliver live online training.

## Email Broadcasting

- Your personal mail server and our advanced “Guaranteed Delivery” technology ensures that your message will be delivered.
- Create surveys and embed them in your message.
- Add unlimited to-do tasks for each and every record. Share notes with sales force or management.
- All email openings, click-throughs, and responses to surveys will be recorded to a contact’s personal records, so when you browse the record of your contact you will see all their complete “marketing history.”
- Add personal notes as well as follow-up and to do lists for each contact. You may share some or all these notes with your sales force.
- We handle all aspects of service including bounced back messages and requests for removals. You will only deal with leads and inquiries.
- **Bulk mail to MCN contacts:**  
You may send your message to 30,000 dentists of your choice every month.
- **Bulk Mail to your contacts:**  
Upload and manage your contacts using powerful search, sort and filter tools. Send your message to 30,000 of your contacts matching your specific search criteria.

## Summary of Our Proposal

- Unlimited access to all MCN databases as mentioned above.
- Unlimited live video conferencing with groups of up to 99 participants per meeting.
- Upload and manage any number of contacts. Filter searches and send campaigns to contacts matching your search criteria.
- Powerful system to create send and collect responses to surveys.
- Live tracking of email openings, click-through and responses to surveys.
- Send your message to up to 30,000 U.S. physicians/dentists every month, at the frequency of your choice.
- Send your message to up to 30,000 of your contacts every month, at the frequency of your choice.

## Terms of Service

- The service is on a month by month basis.
- All unused credits are rolled over to the next month
- Fixed monthly payment of \$999.00

**In many cases, if a single attendee signs up for a CME course, it will completely cover the cost of our service. Any additional attendees are profit.**

## Your Data Is Private and Secured

Your contact information is absolutely private and we guarantee that no one else but you will use it. Our system was designed to check and purge e-mail addresses that are already in your lists, so you don't have to pay extra for the addresses you already have.

In other words, before MCN sends the message, it checks all e-mail addresses that you have instructed it to send to. If it finds duplicates, it will send to contacts from your list, in order to charge you the **lower price**.

We provide services to very large companies and magazines in medical, dental and pharmaceutical markets and we pride ourselves to the fact that we never had any complains. Our relationship with you and our customers are far more valuable than the difference in cost of sending our lists and yours.

## Useful Links

- To download detailed information about MCN's service, visit <http://www.gomcn.com/mcn>
- To see counts of email addresses on file, visit <http://www.gomcn.com/counts>
- To evaluate MCN at no cost, no commitment, and no credit card, please visit: <https://secure.gomcn.com/Subscribers/Account/init1> or call us at **1-866-494-6626**

## Contact Information

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