



MCN – Medical Collaboration Network

The Shortest Distance to Your Doctor™

Physicians – The World’s Most Powerful Purchasing Group

Medical Collaboration Networks (MCN) Corp. operates several sites where it serves the health industry. We focus on physicians because **over 83% of the \$2.2 trillion, annual U.S health costs**, are dictated by physicians.

Thus, if you need to promote a product or a service related to health care, please consider physicians as your first choice.

Physicians work for hospitals and private clinics and directly affect most, if not all, purchasing decisions. Please contact me for any questions.

Integrated Services of MCN

- 1 Comprehensive Directory**
- 2 Special Live, Medical WEB Conferencing**
- 3 Networking System**
- 4 Advanced E-Mail Broadcasting Service**

MCN services

Medical Collaboration Networks, Corp. provides its users with an Internet service that facilitates instant, secure, live access as follows:

- **Comprehensive Database:** Unrestricted, 24/7 access to MCN's comprehensive databases of approximately 830,000 physicians, 160,000 dentists, and 1,040,000 other health professionals with over 546,000 direct email addresses.
- **Scheduling system:** Find out when your doctor is available before you contact him/her. Healthcare providers can use MCN to update other users about their availability for an online meeting or office visit.
- **Online seminars and videoconferencing:** MCN provides tools for secure, live videoconferencing between individual users or large groups.
 - View along with your doctor **medical images such as CT and MRI**, as well animated presentations.
 - Advanced white board tools over images.
 - One-On-One conferencing or webinars for large groups, CME, market research and announcements of new products or drugs.
 - Integrated with email broadcasting for maximum results
 - No need to download or install any software.
 - Works on windows, Linux, Mac and Smart phones that support Flash.
- **Powerful Email system:** Instant creation of personal mail server for every user in order to maintain network integrity. Our technology guarantees that your message will be delivered. Creation of instant surveys and collection of responses. Users of the service may upload and manage their contacts. Email broadcasting services can also be used by physicians and dentists to reach their patients.
- **Coming soon: Secure instant messaging system:** MCN includes a Twitter-like secure messaging system that updates patients and health professionals about meetings, online and office appointments, events, and market research and Continuing medical education opportunities.
 - View messages from the Web or iPhone, Android based systems, Windows Mobile and Blackberry.
 - Secure and user authenticated messaging.
 - Instant creation of groups and even your own network under your brand name.
 - Perfect for communication between physician-patient, and physician- pharmaceutical sales representative.

All our services can be operated under MCN or your brand name.

MCN Users



Screen Shots of MCN

MCN Screen shot 1:

MCN's video conferencing and whiteboard tools with animated presentations & medical images.











































The screenshot displays the MCN video conferencing interface. At the top, there is a header with "Your brand name here" and "Link to your web site". Below this is a navigation bar with buttons for back, play/pause, forward, and zoom. The main content area is split into two panels. The left panel shows a medical diagram of the human torso with labels for the Liver, Esophagus, Common hepatic duct, Cystic duct, Gallbladder, Common bile duct, Stomach, Major duodenal papilla, Pancreas, and Duodenum portion of the small intestine. The right panel shows a medical diagram of the heart with labels for Superior vena cava, Right pulmonary veins, Right atrium, Inferior vena cava, Right ventricle, Aorta, Left pulmonary artery, Left atrium, Left pulmonary veins, and Left ventricle. A red arrow points to the Left atrium. On the right side of the interface, there is a video conferencing section with two video windows labeled "Video I" and "Video II". "Video I" shows a male doctor, and "Video II" shows a female doctor. Below the video windows is a chat window with a list of attendees: David, Dr Brown, and Dr Cohen. The chat window shows a message from Dr Brown: "I think the problem is in the left artery". There is also a "Send" button at the bottom of the chat window.

MCN Screen shot 2:

Easy management of your contacts: upload, sort, search and filter. Save results of search as a profile and broadcast a message only to the contacts listed in the profile. MCN can handle millions of records without any delay in performance.

View/Edit Address Book: Main Pharma 2008

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<input type="button" value="Hide"/> <input type="button" value="Clear"/>	<u>Email</u>	<u>Record_ID</u>	<u>Type_of_business</u>	<u>Contact Name</u>	<u>Title</u>
<input type="button" value="Query"/>	<input type="text"/>	<input type="text"/>	market	<input type="text"/>	<input type="text"/>
<input type="button" value="Clear"/>	Sorted By: Email descending, Zip ascending, mcn_rec_id ascending				
<input type="button" value="Clear"/>	Current Query: ('PMEtable0'.`Type_of_business` LIKE '*market*')				
  	ziment@ziment.com	Company	Market Research		
  	zasch@popperandsons.com	Individual	Marketing	Zev Asch	VP, Marketing & S
  	ying.sha@tycohealthcare.com	Individual	Marketing	Ying Sha	Business Develo
  	XCHEK4U@aol.com	Company	Market Research		
  	wtozzi@americanregenat.com	Individual	Marketing	Walter Tozzi	Director, Mktg. & I
  	wstarr@cumberlandpharma.com	Individual	Marketing	Wendy W. Starr	Marketing & Sale
  	wrlittle@deltamarketingdynamics.com	Individual	Market Research	William R. Little	President
  	wpriest@pmll.com	Individual	Market Research	William Priest	Founder/Publish
  	wjohnson@brandinstitute.com	Individual	Market Research	William Johnson	President
  	wjones@banpharm.com	Individual	Marketing	William J. Jones	Director, Global F
  	william_bryce@praxair.com	Individual	Marketing	William Bryce	VP, Hospital Serv
  	william.hunt@bms.com	Individual	Marketing	William Hunt	Dir., Global Mktg.
  	william.crown@i3innovus.com	Individual	Market Research	Dr. William Crown	President/CEO
  	wgilde@kollsmann.com	Individual	Marketing	Walter Gilde	Marketing Manag

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MCN Screen shot 3:

Instant creation and broadcasting of surveys as part of the message. MCN provides its users with detailed reports of the responses from your patients/customers as soon as they are entered.

The Message

Optional: you may upload a ZIP file with the HTML message and images:

Browse... Upload and Extract Contents

The screenshot shows an email editor with a toolbar containing options like Source, Mail Merge, Bold, Italic, Underline, and various list and link tools. A dialog box titled "Survey/Form: Single/Multiple Choice Question" is open, displaying a form with fields for "Question", "Answer", and "Answers". The "Answers" field is a large text area with a "Remove" button to its right. Below the form, there are radio buttons for "User may select answers(s):" (Single Choice selected, Multiple Choice) and "Display the choices:" (Vertically selected, Horizontally). "OK" and "Cancel" buttons are at the bottom of the dialog.

What do you think about the new health reform?

- Give it a try
- It will not work, never
- Great!

body

Survey/Form: Single/Multiple Choice Question

Question

Answer

Select date/time Add

Answers

Remove

User may select answers(s):

Single Choice Multiple Choice

Display the choices:

Vertically Horizontally

OK Cancel

Email broadcasting Services

MCN email broadcasting service offers unmatched marketing power for maximum results.

- You will get assigned a private mail server dedicated to your business.
- Advanced technology such DKIM and SPF to ensure deliverability.
- Create the message from scratch using our advanced editor or upload a ZIP file directly from your agency or team.
- Insert templates created from previous campaigns or use our templates.
- Upload and manage your contacts, send to those who match your search criteria
- Embedded surveys and forms in the message, automatic collection of responses, and live tracking of responses.
- Complete CRM enables users to follow up and manage their contacts.
- MCN collects all responses to surveys, click throughs and email openings.
- All responses to surveys, forms, clickthroughs and email openings are saved to the personal record of the targeted physician or dentist. **This valuable business intelligence will assist you in closing deals fast!**
- Reports contain direct links to phone numbers and full records of those who responded or opened your message. Ideal for follow up.

Repetition is THE Key to Success

Our experience with e-mail marketing campaigns clearly shows that broadcasting repetitively dramatically increases the effectiveness of these campaigns. While sending high volume is similar to planting seeds, repetition is equivalent of harvesting.

By repetition we mean sending your message twice a month for at least six months. We will share with you the best format for a campaign, best time to send and frequency.

Regardless of how viable your service or product may be, the rapid changes in the marketplace, have completely changed the playing field: **customers have more options than ever before.**

Placing your business in front of these potential customers on a **regular basis is the only way** to address that shift in the marketplace.

As of pricing please contact us, we believe that you will be pleasantly surprised from our high quality, yet affordable, service.

Links

- MCN's Site:
<http://www.goMCN.com>
- List of some of our customers:
http://www.gomcn.com/our_customers
- Dynamic counts of email addresses of physicians and dentists by specialty and /or state:
<http://www.gomcn.com/counts>

Contact Us

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