



MCN – Medical Collaboration Network

MCN Basic Plan

Our Business is to grow YOUR business

Our mission is to provide you with all the contacts and technology you need to educate and sell to U.S. physicians and dentists.

Here is how we propose to do it:

Quick Summary of MCN's service

- **Free-** access to highly accurate directory and data of U.S. health professionals. Ideal for generating new business leads.
- **Free-** unlimited video conferencing & online meetings to demonstrate your products, educate your customers and close deals faster.
- **Free-** complete customer management system for making informed marketing decisions.
- You only pay a low rate, **lower than the industry's average**, for messages you send.

Terms of Service

- Month by month basis unless explicitly agreed otherwise
- All unused credits are rolled over to the next month, as long as you use MCN.
- Flat Monthly fee of \$99.00

Summary of MCN Standard Plan

Description	MCN Basic Plan
Ideal for:	Medical, dental and pharmaceutical sales representatives. Recruiters.
General	
Access to MCN databases of health professionals	Included
Upload and manage your contacts online	Included
Your personal mail server & IP address	Included
Online Seminars	
Unlimited online meetings	Unlimited
Maximum participants per meeting	5
Sending Mail to MCN Contacts	
Number of monthly e-mail messages included in plan	1,500
Any additional message	2.9- 6.9 cents (depends on volume)
Sending Mail To Your Personal Contacts	
Number of monthly e-mail messages included in plan	1,500
Any additional message	1.0-2.9 cents (depends on volume)
Cost	\$99.00/month
	Sign Up

Standard Plan Details

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.

Cost: Always free.

On line seminars and video conferencing

Hold unlimited online meetings with small groups (you can always upgrade the number of participants per meeting) using our video conferencing. Close deals faster by demonstrating your product to your targeted doctor or sales force or use MCN to deliver live online training.

Cost: Always free.

Email broadcasting

- Your personal mail server and our advanced "Guaranteed Delivery" technology ensure 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 contact's personal records, so when you browse a contact you will see all their complete "marketing history".
- Bulk mail to **MCN** contacts: Send your message and surveys to multiple health professionals listed in our directory. You pay a low rate, lower than the industry's average, for messages you send.
- Bulk Mail to **your** contacts: Upload, manage and send your message and surveys in bulk to your own personal contacts. You pay a low rate, lower than the industry's average, for messages you send.
- **Duplicate addresses:** 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**.

Your Data Is Private and Secured

Your contact information is absolutely private and we guarantee that no one else but you will use it.

We provide services to reputable companies and organizations in medical, dental and pharmaceutical markets and we pride ourselves on the fact that we have never had any complaints. Our relationship with you and the rest of our customers is far more valuable than anything else.

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 will harvest the fruits.

By repetition we mean sending your message twice a month for at least six months. Send short messages, to highlight different aspects of your business, products and services in each campaign and always include a visible call for action.

Standard Plans and Custom Made Plans

Our plan was created with certain business assumptions in mind. Would you like to increase the number of participants in the conference? Or perhaps your company is a larger sales organization?

To perfectly match your needs and budget, we offer custom made plans, special corporate billing, **high volume discounts** and much more. Please call us with questions at **1-866-494-6626**.

Useful Links:

- List of some of our customers:
http://www.gomcn.com/our_customers
- See counts of email addresses in MCN databases:
<http://www.gomcn.com/counts>
- To evaluate MCN at no cost, no commitment, and with no credit card needed, visit:
<https://secure.gomcn.com/Subscribers/Account/init1> Or you may call us at **1-866-494-6626**

Contact Us

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