



MCN – Medical Collaboration Network

Pricing 2010

Our Mission

Our main goal is to provide you with all the contacts and technology you will need to educate, sell to, and collaborate with your targeted health professionals. Some of our customers have increased sales to dentists by over 20% a year as direct result of using MCN.

Quick Summary Of The MCN Basic Plan

- **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. Monthly minimum usage applies.

The MCN Basic Plan In Detail

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 of up to 5 participants** (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 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 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.

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.

Terms of Service

- Month by month basis
- All unused credits are rolled over to the next month
- Minimum Monthly payment of \$99.00

Custom Made Plans

To perfectly match your needs and budget, we offer custom made plans and special corporate billing, as well as **high volume discounts** which are available upon request. Please call us with questions at 1-866- 494 6626.

Quick Summary of the MCN basic Plan

Description	Free 30 Day Trial	MCN Basic Plan
General		
Access to MCN databases of health professionals	Included	Included
Upload and manage your contacts online	Included	Included
Your personal mail server & IP address	Not Included	Included
Online Seminars		
Unlimited online meetings	Included	Included
Maximum participants per meeting	5	5
Sending Mail to MCN Contacts		
Number of monthly e-mail messages included in plan	N/A	1,500
Any additional message	N/A	6.9 cents
Sending Mail To Your Personal Contacts		
Number of monthly e-mail messages included in plan	150	1,500
Any additional message	N/A	2.9 cents
Cost	Free	\$99/month

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>

Call us at **1-866-494-6626** or visit <https://secure.gomcn.com/Subscribers/Account/init1> to sign up!

Contact Us

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