

Channel_e™ Email Services: health services

From MCH—America's Leading Compiler of Institutional Data

The MCH B2i Advantage

For years, direct marketers have relied on the quality of MCH's mailing lists to help them reach key decision makers at schools, hospitals, and local government offices. We've taken our commitment to quality one step further and are now offering Channel_e™ email addresses for health services directors.

Make your connection using any of the detailed job functions and attributes available on the phone-verified MCH database. We've used CAN-SPAM compliant processes and our rigorous quality control to develop a database of decision makers ready to respond to your offers.

Channel_e™ provides a comprehensive and multi-channel solution to your marketing needs. Research shows that response rates increase when you supplement your print offers with email campaigns. Rely on MCH's quality as you develop your next campaign.

Contact your MCH representative for the most recent email counts.

Acquire new customers

Channel_e™ Prospect targets your message to the professionals who are poised to respond to your offers. Use any selection attributes from MCH's premium databases to craft the right list for your offers.

Boost response rates

Channel_e™ Companion supports your direct mail campaign with email messaging. Direct potential buyers to watch for your mail promotion with this specially priced multi-channel combination.

Increase customer retention

Channel_e™ Append enhances your customer records with MCH-certified email addresses. Add new points of contact with your best buyers to drive retention and increase the profitability of your marketing.

At a Glance: Health Services

Health Services Email Addresses.....6,019

EMAIL SERVICES

Channel_e™ Prospect..... \$350/M
Channel_e™ Prospect, 2nd deployment..... \$280/M

Channel_e™ Companion..... \$300/M
Channel_e™ Companion,
2nd deployment \$265/M
Must be combined with a postal mailing list billed separately.

Channel_e™ Append.....\$1,075/M
Channel_e™ Append matching..... \$6/M
Additional MCH data elements can also be appended; please inquire.

Minimum Order \$1,000

ADDITIONAL ITEMS

Message set-up\$100*
Custom input file preparation \$100*
Custom output file layout set-up \$50*
Rush service.....\$100**
Click-to-Tracking Free
Image & File Hosting Free*
Selections Inquire

*Includes basic service and single file or message set-up. Complex configurations and additional input or output files incur additional charges.

**Rush service is limited to available capacity.

Broker discounts available; please inquire.

PAYMENT

First orders from new clients must be paid in advance. We accept Visa, MasterCard, and American Express. For credit terms on future orders, please inquire.

IMPORTANT CONSIDERATIONS

MCH reserves the right to request sample mailing pieces and to approve the content of email messages. Cancelled orders are subject to the minimum order charge of \$1,000. Prices, counts, and offers are subject to change without notice. Add state and local taxes where applicable.

Channel_e™ Email Services: Health Services

Alcohol & Drug Abuse Facilities

	Postal Count	Email Count
Director	10,679	1,170

Person responsible for the operations of a Substance Abuse Treatment Facility.

Community Health Centers

	Postal Count	Email Count
Director	3,537	390

Person responsible for the operations of a Community Health Center.

Medical Director

2,658	2,636
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Responsible for managing all aspects of primary medical care and supervising clinical staff. Serves as liaison to healthcare institutions, government agencies, and community organizations.

Public Health Departments

	Postal Count	Email Count
Director of State Health Department	46	1

The top official responsible for all public health issues that affect the state's citizens.

Health Services Director

3,929	567
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Top decision maker for an entity that provides health services, such as a state, university, college, school district, etc.

Medical Director

1,289	91
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Responsible for managing all aspects of public health including emergency response planning and preparedness, licensing, training, budgeting, quality assurance, and utilization review. Liaison to government agencies and private healthcare providers.

Nursing Services Director.....

1,304	199
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Responsible for developing and managing community health programs and supervising public health nursing staff. Directs outreach programs that can include health screenings, immunizations, patient counseling, referrals, and community education.

Nutrition Director.....

113	21
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Responsible for coordinating all aspects of public nutrition programs including managing the WIC program, conducting nutrition assessments and counseling, and handling referrals from private healthcare providers.

Red Cross Chapters

	Postal Count	Email Count
Director	946	944

Person responsible for the operations of a Red Cross Chapter.

