

Channel_e™ Email Services: hospitals



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 hospital administrators.

Make your connection using any of the detailed job functions and hospital attributes available on the phone-verified MCH hospital database. We've used CAN-SPAM compliant processes and our rigorous quality control to develop a database of hospital 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: Hospital Email

**Hospital Administrator
Email Addresses.....82,933**

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: Hospitals

Hospital Personnel

	Postal Count	Email Count
Admissions Director	4,182	1,685
Ambulatory Services Director	3,300	1,484
Anesthesiology Chief	3,360	1,335
Biomedical Engineer	4,062	1,775
Blood Bank Director	4,757	2,080
Business Office Director	5,314	2,095
Cardiac Catheterization Lab Director	2,241	899
Cardiology Director	2,395	831
Case Management Director	5,751	2,382
Central Supply Services Director	5,623	2,425
Central/Sterile Services Director	3,888	1,774
Chemical/Substance Abuse Director	1,292	612
Chief Administrator	6,908	2,156
Chief Executive Officer	6,590	2,142
Chief Financial Officer	5,840	1,841
Chief Information Officer	4,766	1,768
Chief Operations Officer	4,050	1,372
Clinical Coordinator of ER	4,260	1,805
Continuing Education Director	3,071	1,062
Discharge Planning Director	5,586	2,372
DRG Coding Director	5,042	2,079
Facility/Plant Manager	5,889	2,443
Family Practice Director	2,293	804
Food Services Director	5,943	2,478
Formulary Committee Chair	2,591	1,226
Gastroenterology Director	1,341	551
Geriatric Services Director	1,072	505
HIPAA Compliance Director	5,767	2,374
Home Healthcare Services Director	1,723	932
Hospitalist	2,834	887
Housekeeping Director	5,919	2,488
Human Resources Director	6,370	2,650
In-Service Education Director	5,392	1,987
Infection Control Director	6,114	2,178
Intensive Care/Critical Care Director	3,601	1,675
Internal Medicine Chief	3,007	1,094
Laboratory Director	5,505	2,371
Managed Care Services Director	2,892	1,239
Management Services Director	1,484	573
Marketing Director	5,148	1,852
Materials Management Director	6,080	2,568
Medical Director	4,843	1,423
Medical Library Director	3,023	1,319

Hospital Personnel

	Postal Count	Email Count
Medical Records Director	6,272	2,552
Medical Staff Chief	6,493	1,676
Neonatal Care Director	1,873	827
Neurosurgery Chief	1,032	479
Nuclear Medicine Director	4,014	1,771
Nursing Director	6,792	2,516
OB/GYN Chief	2,900	1,004
OB/GYN Surgery Director	2,185	978
Occupational Therapy Director	4,956	2,413
Oncology Services Director	2,217	1,080
Operating Room Director	4,350	1,713
Orthopedic Surgery Chief	2,138	918
P & T Committee Chair	3,416	1,484
Pastoral Care Director	3,182	1,420
Patient Education Director	5,009	1,837
Patient Financial Services Director	4,144	1,673
Patient Services Director	6,194	2,286
Pediatrics Chief	2,635	1,018
Perfusionist	174	69
Pharmacy Director	5,938	2,578
Physical Rehab Services Director	5,234	2,526
Physical Therapy Director	5,287	2,551
Physician Director of ER	4,473	1,427
Physician Recruiter	3,536	1,413
Picture Archiving & Comm Systems (PACS) Administrator	861	359
Psychiatric Services Director	2,652	1,051
Purchasing Director	6,050	2,563
Quality Assurance Director	6,014	2,150
Rad/Diagnostic Imaging Director	5,298	2,251
Radiology Chief	3,848	1,565
Radiology Director	5,539	2,300
Respiratory Therapy Director	5,086	2,453
Risk Management Director	6,009	2,198
Safety Director	5,995	2,322
Security Director	5,847	2,226
Sleep Lab Director	2,315	1,072
Social Services Director	5,496	2,359
Staff Development Director	4,791	1,831
Surgery Chief	4,143	1,383
Surgery Services Director	3,778	1,498
Telemedicine Director	585	257
Urology Chief	1,478	648
Women's Health Services Director	2,390	1,066