

Dear Client,

Global promotion for your hospital, clinic, medical product or service

MHL is a unique, internet-based company, focussed upon the latest and advanced medical treatments, specialist centres which offer these, centres of international renown in their respective fields and non-invasive medical technologies.

MHL web sites help patients to make informed decisions over their own health care and to evaluate the best treatment options, regardless of which country they may happen to be located in. They also help doctors, hospitals and research institutes to find specialist medical equipment which is not widely available from other sources.

A brief history

Our beginnings lie in the expanding area of non-invasive diagnosis and therapy and in early 2006 this led us to non-invasive CyberKnife radiosurgery. Our practical experience in promoting this technology and in answering questions from doctors and patients worldwide enabled us to create our dedicated CyberKnife web site.

We quickly found that many patients were reporting difficulties in obtaining timely scans or in receiving the results in digital format for upload to treatment centres. We therefore added scanning centres to assist them and as many of these also offer visitor dialysis services, we created a dialysis web site for business and holiday travellers.

In early 2009 we added intraoperative radiotherapy, cardiology and orthopaedics and our range of medical specialities has expanded rapidly since then. So also has our network of local web sites around the world, which currently stands at 28 countries or regions. We now feature selected private hospitals too, many with JCI accreditation and we are adding medical insurers who can offer more flexible policies to individuals, either based at home or expatriates.

MHL's role

MHL is a marketing and promotional company so our role is confined to providing information and an effective means of enquiry. We do not examine patients ourselves and we do not advise on individual cases. All clinical decisions are made by the centres and MHL's involvement ends after introduction is made. Similarly for new manufacturer clients we will provide information and introductions but we will not make sales.

MHL Web Sites

MHL Clinics	Advanced specialist treatment centres, scanning and diagnostic centres, private hospitals.
CyberKnife Service	Information on CyberKnife® radiosurgery and on-line enquiry service to a choice of centres
MHL Dialysis	Dialysis centres for business or holiday travellers and dialysis holiday companies.
MHL Health	Non-invasive medical products, overview of MHL and links to external resources.
MHL Medical	Information for medical professionals, medical charities and the media

In addition, MHL local web sites in [30 countries and regions](#), backed by 7 additional CyberKnife web sites for UK, Ireland, Europe, South Africa, Asia, Australia and New Zealand

MHL Media Promotion

For specialist centres and medical manufacturers we also offer promotion through the media and medical charities. This may feature individual news items or may group information from a number of clients to create a newsworthy story for international media. Visit the [Vision 2020 web site](#) for an MHL press release on the European CyberKnife Centre in Munich.

Range of products and services

Your product or service can be featured on MHL web sites in one or more of the following categories and we are always interested to explore new or innovative concepts in global healthcare.

CyberKnife Centres

CyberKnife Centres are featured on CyberKnife Service, MHL Clinics and all local web sites, which also provide details of local scanning and hospital services. We provide information on a range of cancer and other conditions, for which CyberKnife may be only one of the possible treatments mentioned, with links for more information.

Doctors may send e-mail enquiries but we ask all patients to enquire through our on-line form, to ensure that essential information is provided. We conduct basic screening on types of cases to submit and minimum information provided, according to guidelines given by the centres. This saves the centres a great deal of time and they can then make a quick initial review and decide whether to call for more details and scans.

We do not recommend one centre over another, but we do provide our own standard letters for patients to download and send to doctors or health insurers (state or private), to inform them about CyberKnife and to help in obtaining support.

Other Specialist Centres

We seek outstanding specialist centres, whether based upon expertise of individual surgeons or the latest medical technologies, and which are able to welcome international patients. These are featured on MHL Clinics and on all our local MHL web sites around the world. We also provide information on a range of medical conditions with links to centres which offer treatment. This is not a complete overview of all possible treatments, but we do provide information which may not be widely available from other sources.

Private Hospitals

These are not exclusively private, but they are general hospitals which we believe offer a high standard of care in their respective countries and which welcome international patients. General hospitals are featured on MHL Clinics and on appropriate local MHL web sites.

Scanning and Diagnostic Centres

Experience in handling enquiries for CyberKnife centres quickly showed us that in many countries patients faced delays and difficulties in obtaining scans and then in receiving the results in digital format, to send or upload to treatment centres. We therefore added private scanning centres which can provide this and to help with follow up after treatment. Scanning centres are featured on MHL Clinics and on appropriate local web sites, with links from other web sites.

Dialysis Centres

Many hospitals and scanning centres also offer dialysis services so we created www.MHLdialysis.com as a support for travellers on business or holiday who need dialysis services away from home.

Health insurers

Many treatments featured on our web sites are comparatively new and not all policies cover them. MHL patients are informed and motivated individuals who also want their insurance to cover them for treatment abroad, so we are adding insurance companies which offer more flexible policies and/or expatriate cover. Global medical insurers are featured on MHL Clinics and on all local MHL web sites.

Medical Products

We feature products for non-invasive diagnosis, treatment or management of acute or chronic medical conditions but we do not feature drugs or general medical supplies. Medical products are on MHL Health and on all local MHL web sites.

Benefits of MHL web promotion

- Your centre or hospital grouped and presented with other leading, prestigious centres. This creates makes a more attractive proposition, both to individuals and to search engines and brings more visitors to your own web site.
- Your centre featured on up to 40 web sites all around the world. This helps with local searches and greatly increases the registering of key phrases with search engines globally. Your centre may be in Germany but it might be our South African or New Zealand web site that searchers find!
- A full web page with pictures and links to profiles of your key surgeons. MHL patients (or their families) are motivated individuals and more than ever, patients want to know about who will be treating them as well as what facilities you have, before selecting your centre.
- We prepare web pages for you in native English, subject to your approval. You can see exactly what you will get, without commitment, before you are asked to pay.
- Unlimited downloads of your own brochures or other materials from our web sites.
- Minor updates to your web pages on request and free of charge. We also make updates ourselves periodically, where we see new material on your own web sites which we can include.

Enquiries reach you by a number of routes

- For ease of contact we provide a direct e-mail address: yourcentre@mhlhealth.com and pass enquiries to you. These can be either filtered or unfiltered, as agreed.
- For some centres we also provide an on-line enquiry form, where you can specify key information that you require when patients make contact.
- Our web pages link to yours, through headline links or through links to surgeon profiles, videos or other specific items on your own pages. Many patients see your centre on one of our web sites, make a note and then go directly to your site either then or later, without coming back to us.
- Enquiry can then be by telephone, e-mail, forms or any other means provided, to a central service or to separate facilities or locations.

However they reach you, ultimately all cases enquiries are handled by you in the normal way without further reference to us.

Who enquires through MHL?

MHL enquirers are motivated individuals, seeking something better than they are offered locally and they are prepared to travel to find it. In Western Europe, North America and Australasia this usually means patients, but a number of doctors enquire also, for themselves or for their patients. In Eastern Europe and Asia a higher proportion of contacts comes from doctors or from national health ministries.

English is the predominant language of the internet and centres have to be able to understand and respond to enquiries from around the world, so all our web sites are in English. We add some local language contact to each site where possible, as much for search engine optimisation as for human assistance and if your centre provides brochures in different languages these will be included.

How does MHL charge for its services?

For inclusion in our web sites, new clients will be charged a Set-up Fee once they have approved our suggested web page(s) and then a monthly Hosting Fee for as long as they wish these pages to be featured. We will not ask for commissions on patient treatments and we do not charge patients to register and use our web sites.

Although we provide dedicated e-mail enquiry addresses and on-line forms, it is often not obvious whether a particular patient has come through one of our web sites. MHL patients are regular internet users so many go straight to our clients' web sites for further information and enquire direct, either immediately or at a later date.

This is natural and inevitable and achieves the best result for both clients and patients. Enquiry can then be by telephone, e-mail, forms or any other means provided, to a central service or to separate facilities or locations.

Additional marketing services to media and medical charities are not included in our basic Hosting Fees and will be discussed separately with clients.

Cost-effective and sensitive promotion of your specialised services

As opportunities in health care are evolving, so is MHL and we welcome new challenges. We do attempt to cover all treatments and all centres, but if you offer something exceptional and you welcome new international enquiries, we would like to hear from you.

MHL can provide cost-effective solutions to promotion of specialist services, whilst offering you full control over how you are presented and how enquiries are handled. For further information just e-mail us at office@mhlhealth.com with your own product and web site details.

Yours faithfully,

Phillip Stacey

Managing Director, Medilux Healthcare Ltd.