

Men's Health Network

Building Healthy Families, One Man at a Time

MHN is.

- The leading authority on men's health
- An innovator in the field of health promotion and awareness
- A strong advocate for DTC advertising and promotion
- Actively involved in federal, state, and local health activism
- The designer of highly successful programs that reach men and their families
- A content partner and provides the screening for Spike TV's pro-social "Check-Up or Check-Out" campaign
- The resource provider for 100s of health activities around the country

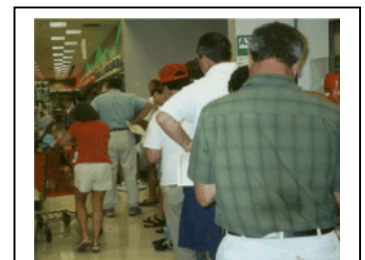
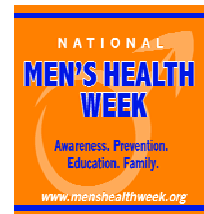
MHN has a unique set of resources that enable it to create a successful original program including:

- A large body of medical professional advisors numbering over 400
- Media spokespersons who can articulate every health issue
- A current mailing list of over 82,000 physicians whose specialties have a men's health or family focus
- Trained personnel to design, produce, and implement creative health outreach programs
- Working relationships and a proven track record with major national retailers who have an interest in men's health promotion
- Established workplace programs that can be expanded or enhanced to promote specific health goals
- Federal and state relationships that provide vehicles for the promotion of specific health messages
- Contact with virtually all state, local, and federal government men's health programs

- A nationwide network of health educators and screening personnel that can provide services in any part of the country
- A design and printing team that produces creative, quality printed materials
- A global network of men's health organizations and experts, chapters and affiliates such as MHN Tennessee
- A web based list of almost 4,000 free or low cost health clinics for men and their families
- Co-branded informational web sites with HealthScout and Healthology (Ask the Doc)
- Toll-free numbers and fulfillment experience that allows MHN to complete any promotional campaign

Partners include.

- Corporate / PR Partners
Albertsons
DeVries Public Relations
Edelman
Ernst & Young
ExxonMobil
Ford Motors
Fleishman Hillard
Home Depot
Infinity Broadcasting Corporation
Journal of Men's Health and Gender
Kaiser Permanente
Men's Health Magazine
Oshman's
Roush Racing
Spike TV
Sportmart
Target
USA WEEKEND
Rotary International
Black Men's Health Network
100 Black Men of America
City of Rockville
Maryland
...and 100s more



Men show up early and wait in line for a MHN event in Phoenix.

(over)

- Pharmaceutical / Medical / Health Partners
 - American Foundation for Urologic Disease
 - American Urological Assn
 - Amgen
 - Aventis
 - Bayer
 - Beckman Coulter
 - Cancer Institute of New Jersey
 - C-Change (National Dialogue on Cancer)
 - Dean & Betty Gallo Prostate Cancer Center
 - George Washington University
 - Georgia Commission on Men's Health
 - GW Cancer Institute
 - Healthology
 - HealthScout
 - Howard University Cancer Center
 - Howard University Hospital
 - International Society for Men's Health & Gender
 - Louisiana Commission on Men's Health
 - MAMSI
 - MedStar Health
 - Merck
 - Morehouse University
 - National Assn For Continence
 - National Prostate Cancer Coalition
 - New Hampshire Commission on the Status of Men
 - Oklahoma Commission on Men's Health
 - Oncology Nursing Society
 - OscodDrugs
 - One Voice Against Cancer
 - PanCAN
 - Patient Advocate Foundation
 - Penn State University
 - Pfizer Inc
 - Sav-on drugs
 - Seton Southwest Healthcare Plaza
 - Smithkline Beecham
 - Solvay
 - TAP Pharmaceutical Products
 - Theragenics Corporation
 - Washington Hospital Center
 - Whitehall Robins
 - Wyeth
 - ...and others

Programs include.

- *MHN HealthZone*
- Time Out for Men's Health
- Men at Work
- Congressional Men's Health Screenings
- Tune Up Your T

- National Men's Health Week
- Men's Health Library
- State of Men's Health survey and reports
- Toll free information resources

Education efforts include.

- Websites – consistently at or near the top of their categories
 - www.menshealthnetwork.org - Rated #2 "men's health" on Google
 - linked from 8,820 other web sites (July 2004 survey)
 - www.menshealthweek.org - Rated #4 "men's health" on Google
 - www.menshealthoffice.info
 - www.menshealthlibrary.com
 - www.colonhealthline.com
 - www.tuneupyourt.com
 - www.prostatehealthguide.com
- Brochure development/distribution
 - Culturally sensitive
 - Spanish language
 - Brochures for women
- Community and corporate health fairs
- Screenings
- Media events-partnerships
- Toll free numbers
- Fulfillment campaigns
- Speakers bureau
- Educational material distribution direct to physician's offices
- SMTs and VNRs

