



Medical Directions Inc.[®]

Medical Education That Works[®]

6101 E. Grant Rd.
Tucson, AZ 85712

PHONE: 520-722-1970
FAX: 520-722-2670
E-MAIL: inquiry@md-inc.com
URL: www.md-inc.com

Medical Directions, Inc. - Pricing

Group Purchase of Online Education Programs

We partner with physician groups, hospitals, academic centers, government agencies, and others to provide unbiased, state-of-the-art online educational programs for physicians and physicians in training.

If you would like to provide The Virtual Lecture Hall's programs to your group, please contact us for further information. We can offer the following discounts for bulk purchases:

Discount Level 1

If the retail purchase is >\$5,000, you receive a discount of 5%.

Example: You purchase 36 VLH.com memberships with 6 credits/membership x \$25/credit = \$5,400 retail. We offer a 5% discount (\$270). Your final charge would be \$5,130.

Discount Level 2

If the retail purchase is >\$10,000, you receive a discount of 10%.

Example: You purchase 76 VLH.com memberships with 6 credits/membership x \$25/credit = \$11,400 retail. We offer a 10% discount (\$1140). Your final charge would be \$10,260.

Discount Level 3

If the retail purchase is >\$20,000, you receive a discount of 15%.

Example: You purchase 300 VLH.com memberships with 3 credits/membership x \$25/credit = \$22,500 retail. We offer a 15% discount (\$3375). Your final charge would be \$19,125.

Discount Level 4

If the retail purchase is >\$40,000, you receive a discount of 25%.

Example: You purchase 350 VLH.com memberships with 5 credits/membership x \$25/credit = \$43,750 retail. We offer a 25% discount (\$10,937.50). Your final charge would be \$32,812.50.

For purchases larger than \$50,000, contact Bob Amend (520-722-1970, bamend@md-inc.com) for additional discounts.

Educational Consulting

Medical Directions has considerable experience in the development and deployment of health professional education. We have helped academic institutions, government agencies, professional societies and boards, and pharmaceutical companies turn high-level ideas into practical, effective online education.

- *Program development.* Typically, this work involves MDI's President, Dr. Harris. The charge for these services is \$250/hour plus reasonable travel expenses (if necessary).



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- *Site specification.* MDI can develop extensive site specifications for later development by MDI or another vendor for \$100/hour.
- *Research.* MDI has more experience in evaluating the effectiveness of online medical education than any other organization. We can develop research grant requests, undertake field studies, or perform complex data analyses. The charge for research consultation is \$150/hour; other services are priced according to job requirements.

Program Development and Deployment

Medical Directions can prepare online programs for distribution via its robust, proprietary educational platform or via other commercially available platforms. Programs can be SCORM conformant and/or Section 508 compliant if required.

- *Editing.* Most clients request that MDI edit content for readability, accuracy, and Web presentation. This effort usually involves several persons, some of whom have specific content expertise; others specialize in grammar and syntax. The charge is \$100/hour.
- *Programming.* The average charge for programming content into MDI's proprietary online distribution platform or to other commercial platforms is \$95/hour. Programming costs vary between \$80/hour for HTML coding and basic graphics to \$110/hour for senior level programming, including MS SQL, Cold Fusion, Flash, and advanced JavaScript.
- *Site Hosting.* Site hosting charges include registering a domain name, annual server fees, routine software maintenance, standard usage reports, daily backups, and basic technical support. These charges are generally \$5,000 annually. MDI can also provide full e-commerce capability and specialized reports on request.

Example

The following scenario presents typical charges for development and hosting of a previously defined 2-credit online CME program. Such a program usually contains 12,000 to 15,000 words, including references and commentary for all possible answers, some of which may be duplicates. The program draft is supplied as a Word file with .jpg graphics and has the following elements:

- 4-6 educational objectives
- 2-4 case studies
- 8-12 interactive questions emphasizing key learning points
- 3-6 embedded, "pop-up" tutorials
- 2-6 images or graphics (usually supplied by the author)
- 1-4 custom-made illustrations or animations emphasizing key learning points (prepared by MDI)
- 5-20 hyperlinks to useful Web resources
- 0-10 downloadable resources (enablers)
- A 6-10 question pre- and/or posttest emphasizing key learning points
- 20-50 references, most of which are linked to NLM/PubMed abstracts



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MDI Deliverables

- Completed online program, tested in recent versions of Internet Explorer and Firefox, hosted on MDI's platform.
- Customized "look and feel" to meet client's needs
- Site hosting, technical support, and reporting for 1 year

Typical Charge - \$35,000

Not Included in Charges

- MDI consulting services
- CME/CE Sponsor fees
- Author stipends or honoraria
- Video/audio recording fees
- Meeting SCORM or Section 508 requirements

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