

## SOME MBC CONTENT PARTNERS

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- ▶ American Lung Association
- ▶ American Medical Seminars
- ▶ American Red Cross
- ▶ Brookes Publishing, Inc.
- ▶ California Distance Learning Health Network
- ▶ Caucus Educational Corporation
- ▶ CDC - Centers for Disease Control
- ▶ Children's Heartlink
- ▶ Children's Hospital Boston
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- ▶ Children's National Medical Center
- ▶ Discovery Channel
- ▶ East Carolina University, Brody School of Medicine
- ▶ Florida Department of Health
- ▶ Fogarty International Center
- ▶ Food and Drug Administration
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- ▶ Howard Hughes Medical Institute
- ▶ Johns Hopkins University, Bloomberg School of Public Health
- ▶ Johns Hopkins University, Health and Child Survival Fellows Program
- ▶ Joslin Diabetes
- ▶ Juvenile Bipolar Research Foundation
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- ▶ Miami Hand Center, DaVinci Center
- ▶ Mount Sinai Medical Center
- ▶ National Cancer Institute
- ▶ National Eye Institute
- ▶ National Heart, Lung, and Blood Institute
- ▶ National Human Genome Research Institute
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- ▶ National Institute of Nursing Research
- ▶ National Institute on Aging
- ▶ National Institute on Alcohol Abuse and Alcoholism
- ▶ National Institute on Deafness and Other Communication Disorders
- ▶ National Institute on Drug Abuse
- ▶ National Institutes of Health
- ▶ NEVCO National Educational Video, Inc.
- ▶ New York Academy of Medicine
- ▶ Operation Smile
- ▶ Orbis International
- ▶ Rehabilitation Specialists, Haledon, New Jersey
- ▶ Rural Health Education Foundation, Australia
- ▶ Seton Hall University, School of Graduate Medical Education
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- ▶ St. Joseph's Regional Medical Center - St. Joseph's Children's Hospital
- ▶ St. Jude Children's Research Hospital
- ▶ Unicef
- ▶ University at Albany, School of Public Health
- ▶ University of Chicago Pritzker School of Medicine
- ▶ University of Florida
- ▶ University of Wisconsin
- ▶ Virginia Institute of Technology, School of Medicine
- ▶ World Health Organization
- ▶ Yale University, School of Medicine

## MEDICAL BROADCASTING CHANNEL

MBC is the broadcast arm of Medical Missions for Children, a four-star, multiple-award-winning charity. MBC is dependent on donations and sponsorships to present medical education, training and preventive health programming to the global community 24/7.

Experts predict that during the next five years, the total sum of all medical knowledge in the world will double, creating a tsunami of medical symposia that must be disseminated in an unimpeachable format that provides high comprehension and retention. The Medical Broadcasting Channel has been conceived and designed to accomplish this mammoth task - a gigantic service to mankind.

Your support is needed and appreciated. Categories of support include:

- ▶ Individual Donations
- ▶ Foundation Partnerships
- ▶ On-Air Sponsorships
- ▶ Gift-in-Kind Support
- ▶ Infomercial Sponsorships
- ▶ Bequests and Planned Gifts
- ▶ Cause-Related Marketing
- ▶ Program Creation

For category explanations and donation levels, please contact John Riehl at (973) 754-4960 or [jriehl@mmissions.org](mailto:jriehl@mmissions.org). Information is also available on the MMC Web site at [www.mmissions.org](http://www.mmissions.org).

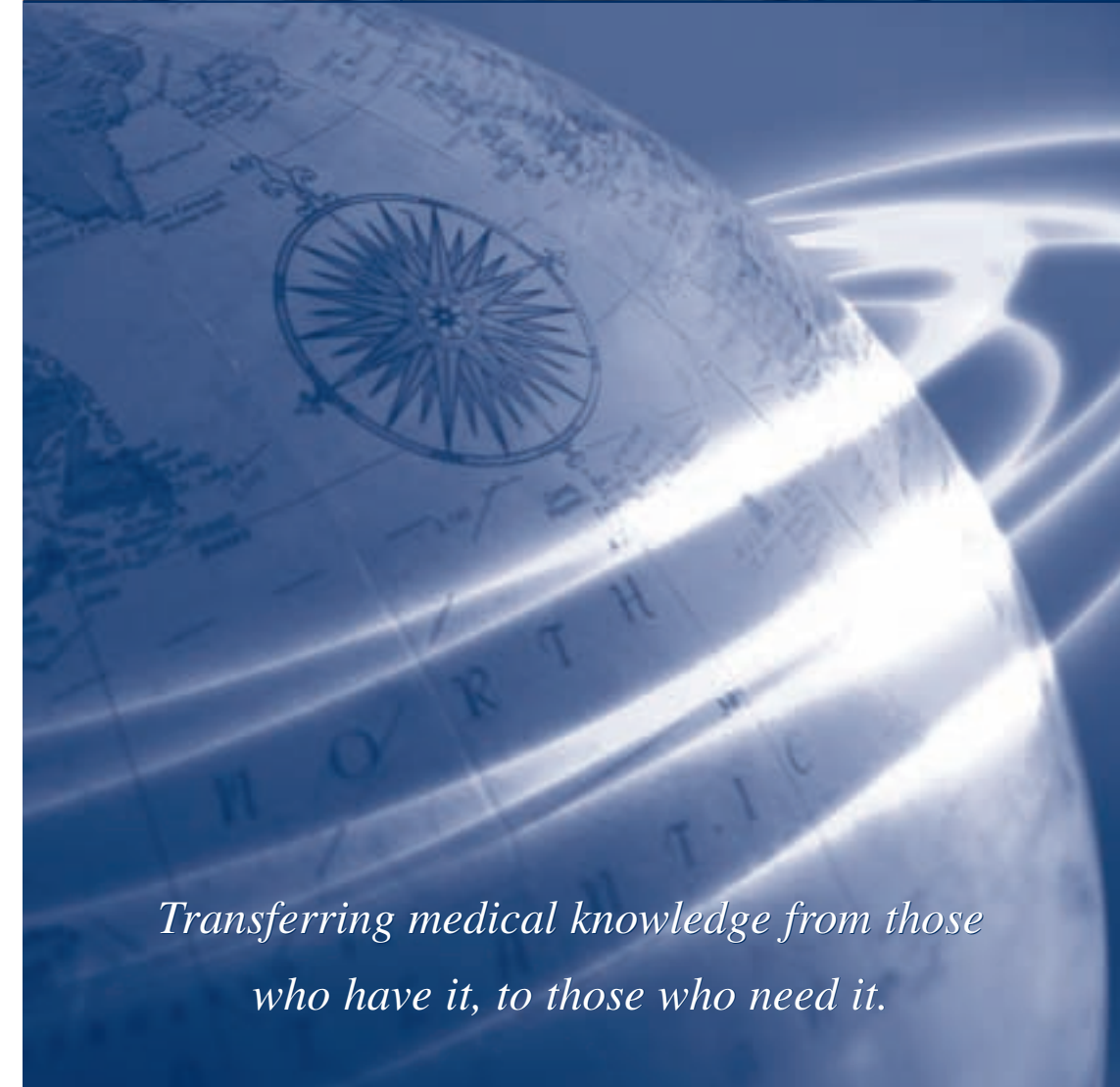
Medical Missions for Children provides donor support through The Merrill Lynch Center for Philanthropy and Nonprofit Management.

- MBC is "powered" by Intelsat Ltd. satellites, whose generosity is greatly appreciated -



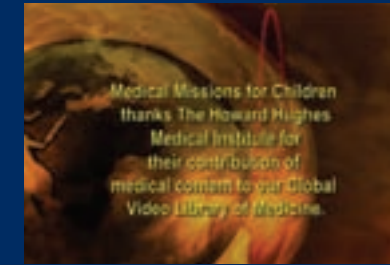
Medical Missions for Children  
GLOBAL TELEMEDICINE & TEACHING NETWORK™

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# THE MEDICAL BROADCASTING CHANNEL

*Transferring medical knowledge from those who have it, to those who need it, to help sick children throughout the world.*



## MEDICAL MISSIONS FOR CHILDREN

With the launch of the Medical Broadcasting Channel (MBC), Medical Missions for Children is about to change the face of global healthcare and continuing medical education. Medical professionals in remote areas around the world will now have access to high-quality medical education that will in turn change the landscape of healthcare in their respective communities. No longer will those with curable illnesses go undiagnosed or be misdiagnosed. By providing an avenue for medical education in areas that would not otherwise have access to this material, the Medical Broadcasting Channel will raise the level of care in underserved communities, and subsequently touch the lives of millions of people each year.

## MAKING A DIFFERENCE

The numbers are astounding. Each year, more than 11 million children die from diseases and illnesses for which there is an effective treatment in the industrialized world. At Medical Missions for Children, we want to reach out to the remote corners of the world, to provide physicians with the tools and knowledge needed to dramatically decrease the number of preventable deaths among the pediatric and maternal population.

### FAST FACTS

- ▶ MBC programming will target more than **28 million** active healthcare workers stationed around the globe.
- ▶ Educational programming will be offered in multiple languages that simply wouldn't be accessible elsewhere.
- ▶ Available via satellite or Internet2.
- ▶ More than **25,000 hours** of valuable medical content will be available "**on-demand**" to provide healthcare professionals with a convenient means to expand their knowledge base.
- ▶ This programming and delivery method will ultimately impact more than one million sick children per year.



## SATELLITE BROADCAST

MBC uses Intelsat satellite #903 as a primary uplink which covers North America, South America, the Caribbean, Africa and Europe. For other parts of the world, the MBC signal is sent down to a teleport and then sent to several other satellites with equally diverse footprints.

The MBC target broadcast audience encompasses 9 million physicians, 14 million nurses, 5 million healthcare workers, 89,000 hospitals, and 16,000 universities and medical schools. Our demographic consists of medical and academic professionals 25-64 years old, all of whom are well-educated decision makers.

## MULTICASTING & STREAMING

MBC programming can also be received using high-speed private Internet networks such as Internet2. The networks are presently in 65 countries and serve more than 130,000 institutions such as universities, government agencies, hospitals, medical schools, corporations and research facilities.

## CABLE, BROADCAST, PBS & RESIDENTIAL SATELLITE NETWORKS

In 2007, MBC plans to offer customized programming to cable, broadcast, PBS and residential satellite companies (such as Direct TV and Dish Network) globally for re-broadcast, free of charge. The programming theme will be family health and prevention. There are more than 21,500 total television stations around the world. MBC forecasts that there will be wide acceptance of the free programming, resulting in more than 100 million total viewers within five years.

## GLOBAL VIDEO LIBRARY OF MEDICINE

**GVLM** The GVLM stores 25,000 hours of medical programming which is made available to MBC for broadcasting, multicasting and video streaming. All GVLM content is encoded to MPEG 2, color and audio adjusted, edited for HIPAA compliance, electronically tagged, and catalogued for scheduling. The GVLM is rapidly advancing to the point where it will be the largest repository of medical video content in the world.

## HDTV DIGITAL STUDIO

The MBC studio supports the creation of original programming for the MBC Network. The studio accommodates guest lecturers and program creation commissioned by other charities, foundations and corporations.



For more information, visit our Web site [www.mmissions.org](http://www.mmissions.org) or call (973) 754-4960.

