

**Market Development Agreement (MDA):****Rationale:**

National Medical Network members have a vested interest in creating the local network effect: that is, the more local participants there are, the more efficient this service will be.

Individual units within a hospital, clinic, or system can elect to participate in the system without waiting for the entire hospital, clinic, or system to agree to participate.

**Therefore, it is Mutually Agreed:**

- HealthCapable has permission to use the brand elements of the hospital / clinic / third-party in HealthCapable promotional materials.
- The HealthCard logo will be prominently displayed on certain promotional materials used by the hospital / clinic / third-party.
- Hospital / Clinic / Third-party agrees to the issue of a joint press release noting they have decided to participate in The HealthCard program.
- At annual review of MDA the hospital / clinic / third-party will demonstrate compliance with this agreement.
- HealthCapable retains sole and unique rights of distribution of The HealthDesk.