



MHN (a Division of HealthNet) *Web Consultation and Lead Generation*



MHN (a Health Net company) is a leading national provider of managed behavioral health care and Employee Assistance Programs (EAPs). It provides employers and employees with mental health support, chemical dependency treatment and disability management.



Results: MHN engaged ANG's services in order to develop an online lead generation marketing program in addition to SEO and web usability consultation. These combined efforts have transformed MHN.com from a passive collateral tool into an proactive lead generation machine, currently driving over 300 leads / month (a \$60,000 service) to their sales force.

Alliance Network Group, LLC

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