



# MedCareers Group's Nurses Lounge Offers Huge Growth Opportunity As The Premier Networking Site For The Nursing Industry

*The Nurses Lounge is becoming the LinkedIn for nurses, rivaling heralded doctors start-up Doximity as an Internet networking power in the medical profession*

DALLAS, TEXAS, USA, May 8, 2014 /EINPresswire.com/ -- Medcareers Group, Inc.'s (OTCQB:MCGI) wholly-owned subsidiary Nurses Lounge has developed a revolutionary networking website that will change the way that the nursing industry communicates, operates, and recruits. Nurses Lounge ([www.nurseslounge.com](http://www.nurseslounge.com)) is well on its way to enrolling hundreds of nursing organizations and universities, an ambitious undertaking that the company set as its benchmark when the site was first envisioned.

With schools like Purdue and the University of Texas in the fold, and organizations such as the CNC (Commission on Nurse Certification) and NADONA/LTC (National Association of Directors of Nursing Administrators / Long-Term Care) already taking advantage of the Nurses Lounge, it is only a matter of time before MCGI's Nurses Lounge believes that they will become the largest networking website in the medical industry itself.

Doximity, a site that caters solely to doctors, has already raised \$81 million for their start-up network, recently adding \$54 million in a Series C round from T. Rowe Price and Draper Fisher Jurvetson, with an enterprise value estimated to be \$500 to \$650 million.

The fact is, there are roughly 5 times as many nurses as there are doctors in business today, offering the Nurses Lounge a much larger market, and the recruitment industry for nurses is massive, as medical organizations spend hundreds of millions annually trying to recruit much needed nurses. In 2011 the Advanced Healthcare Network performed a study that found that \$1,750 is spent per nurse by hospitals and medical organizations before a nurse even walks through the door, and many thousands more are spent once contact is made. That figure has obviously risen in the last 3 years.

But Nurses Lounge is more than just an HR tool, and it is more than just a much needed networking and communications website for nurses. The Nurses Lounge is an employment and education platform for the undermanned nursing industry. MCGI stands to generate numerous revenue streams from the site, with targeted marketing emails, advertisement opportunities, and as a job bidding, headhunting and placement tool for the sector, among other things. MCGI's site will help grow and help the medical sector evolve as well. Nurses can keep in touch, find jobs, and interact with schools throughout their careers. MCGI even helps schools recruit nurses, donating \$1000 scholarships to schools that expand participation on the site, with 18 schools including The University of Texas at Austin School of Nursing, TX, San Francisco State University, CA, and Western Carolina, NC recently taking advantage of this opportunity. Look out Doximity, The Nurses Lounge is here to stay.

About MCGI

MedCareers Group, Inc.'s wholly-owned subsidiary Nurses Lounge operates the Internet's premier online professional network for nursing professionals, nursing schools, associations and employers, allowing nurses to connect with colleagues, network on a professional level, and subscribe to professional lounges (groups) to receive email updates of relevant news, events, and other info. The company also provides 73 metro/state lounges, which aggregate various professional nursing news, events, and employment opportunities within a geographic region.

Disclosure: Stock Summary 101 was paid for ongoing IR services and for the dissemination of this release.

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