



# VECTOR ONE™ PRESCRIBER EXTRACT (VOPEX)

## DESCRIPTION:

Vector One Prescriber Extract (VOPEX) is the only prescription metrics that uniquely classifies each prescription as new, continuing or switch in an effort to allow marketers to more accurately target based on prescription volume. VOPEX includes all types of prescribers – physicians and mid-level practitioners such as NP, PA and CNM, and is based on geographic data that comprises more than 97% of all retail prescriptions written in the US, compared to 60-70% with traditional prescription projection audits.

## VOPEX PRICING:

### RECORD SIZE:

- 5,000 and below
- 5,001 – 15,000
- 15,001 – 30,000
- 30,001 – 60,000
- 60,001 – 100,000
- 100,001 – 150,000
- 150,001 and over

### PRICE:

- \$375.00 Minimum
- \$75.00 per thousand
- \$65.00 per thousand
- \$55.00 per thousand
- \$45.00 per thousand
- \$35.00 per thousand
- \$25.00 per thousand

### THERAPEUTIC CLASS LEVEL:

- Physicians
- CME
- Mid-Level Practitioners
- CME

### PRICE:

- \$130.00 per thousand/\$825 minimum
- \$75.00 per thousand/\$400 minimum
- \$75.00 per thousand/\$250 minimum
- \$70.00 per thousand/\$250 minimum

### SPECIFIC DRUG SELECT:

- Physicians
- CME
- Mid-Level Practitioners
- CME

- \$160.00 per thousand/\$885 minimum
- \$95.00 per thousand/\$400 minimum
- \$95.00 per thousand/\$325 minimum
- \$75.00 per thousand/\$325 minimum

**877.288.DATA (3282) x2**  
sales@redidata.com

redidata.com

**973.808.4500**  
Fax: 973.808.5511

# VECTOR ONE™ PRESCRIBER EXTRACT (VOPEX)

## AMA ROYALTIES:

- Mail Only
- Mail Only CME (Category I or II)
- Telemarketing Only
- Telemarketing Only, CME
- Telemarketing Follow-up
- Fax Numbers

## PRICE:

- \$21.00 per thousand
- \$14.00 per thousand
- \$23.50 per thousand
- \$16.25 per thousand
- \$12.00 per thousand
- \$170.00 per thousand

---

## ADDITIONAL PRICING:

- Specialty \$25.00 per thousand
- Gender \$10.00 per thousand
- Date of Birth \$10.00 per thousand
- Phone Numbers \$25.00 per thousand
- Fax Numbers \$30.00 per thousand
- Practice Setting \$25.00 per thousand
- Email Transfer \$75.00 Flat

(Additional list service/output charges may apply depending on order. Please inquire for a price quote.)

Publisher pricing – please inquire

### **ADDITIONAL ORDERING INFORMATION:**

All lists are limited to a one-time use unless otherwise specified. Standard data includes name and addresses only, unless otherwise specified. A sample mail piece is required for approval prior to release of order. A signed list use agreement is required prior to release of order. Check or credit card required for first time orders/clients.

---

**[View and run counts on our free online count system at redimeddata.com](http://redimeddata.com)**

Redi-Data, Inc. 5 Audrey Place, Fairfield, NJ 07004-3401, Tel: 1.973.808.4500, Fax: 1.973.808.5511, sales@redidata.com redidata.com

Copyright © 2009 Redi-Data, Inc. All rights reserved. This data card is the property of Redi-Data, Inc. and is not to be copied, distributed or reproduced without expressed written consent.