



AMERICAN MEDICAL ASSOCIATION (AMA) DATACARD

LIST INFORMATION:

BASIC INFORMATION:

- Over 850,000 Active U.S. Physicians and 72,000 Medical Students (**AMA Members and Non-Members**)
- Derived from the AMA Physician Masterfile
- Updated Weekly
- BPA Accepted
- CASS Certified™/MOVE Updated
- National Change of Address service (**NCOA**), Locatable Address Conversion System (**LACS**), and Delivery Point Validation (**DPV**) weekly
- Sample Mailing Piece, Fax, Telemarketing Script Required
- Signed List Use Agreement Required

DESCRIPTION:

- The most complete and accurate listing of physicians – all U.S. Physicians (**MD and DO**) including members and non-members of the AMA. Addresses and other data are accurate due to weekly updates through surveys, publication mailings and various other techniques.

COLLECTION, MAINTENANCE, QUALITY:

- Primary source reported data from medical schools, residency training institutions, state licensing agencies, US Surgeon General, medical groups and societies, Drug Enforcement Administration (**DEA**), and American Board of Medical Specialties (**ABMS**).

SELECTIONS:

BASIC SELECTIONS:

- Specialty: Self-Designated Primary and Secondary Practice Specialties
- Degree: MD or DO
- Age
- Birth Year
- Gender

GEOGRAPHIC SELECTIONS:

- Preferred Mailing Address/Address Type (**Home, Office or Unknown**)
- State
- County
- SCF (**1st 3 ZIP Digits**)
- ZIP Code
- MSA (**Metropolitan Statistical Area**)
- PMSA (**Primary Metropolitan Statistical Area**)
- Radius Select

TELECOMMUNICATIONS:

- Phone Numbers (**where available**)
- Fax Numbers (**where available**)

TYPE OF PRACTICE SELECTIONS:

- Office Based
- Hospital Staff
- Residents - All Years
- Administration
- Teaching
- Research
- Other
- Unclassified/Unspecified

DEMOGRAPHIC SELECTIONS:

- Board Certification and Subcertification
- State/Country of Birth
- State(s) of Licensure/Year of Licensure
- State of Residency Training/Year Completed
- Residency Program
- State of Medical School
- Medical School Attended/Year of Graduation
- Hospital Affiliation
- Present Employment (**Private Practice, Group Practice, etc.**)

PHYSICIAN SPECIALTY BY MEDIA COUNT*

Specialty:	Postal:	Phone:	Fax:	Email**:
Abdominal Radiology	141	47	9	60
Abdominal Surgery	166	106	84	86
Addiction Medicine	377	247	154	164
Addiction Psychiatry	424	213	86	161
Adolescent Medicine (Family Practice)	3	2	0	3
Adolescent Medicine (Internal Medicine)	24	20	16	8
Adolescent Medicine (Pediatrics)	594	311	199	321
Adult Cardiothoracic Anesthesiology	177	19	2	34
Adult Reconstructive Orthopedics	301	195	98	181
Aerospace Medicine	772	271	145	207
Allergy	999	678	493	531
Allergy and Immunology	3,826	2,609	1,772	2,342
Anatomic Pathology	1,201	854	612	696
Anatomic/Clinical Pathology	17,768	8,286	4,834	8,197
Anesthesiology	50,669	25,387	11,102	25,279
Bloodbanking/Transfusion Medicine	606	283	165	276
Cardiothoracic Radiology	17	11	3	8
Cardiovascular Diseases	25,347	17,180	10,239	14,812
Chemical Pathology	39	18	11	17
Child Abuse Pediatrics	1	1	0	1
Child and Adolescent Psychiatry	8,687	5,271	2,623	3,780
Child Neurology	1,558	828	519	871
Clinical and Laboratory Dermatological Immunology	2	2	1	1
Clinical and Laboratory Immunology (Internal Medicine)	9	2	0	5
Clinical and Laboratory Immunology (Pediatrics)	3	3	1	1
Clinical Biochemical Genetics	8	9	8	8
Clinical Cardiac Electrophysiology	1,324	776	363	775
Clinical Cytogenetics	11	8	5	6
Clinical Laboratory Immunology (Allergy and Immunology)	47	29	21	31
Clinical Molecular Genetics	5	3	1	2
Clinical Neurophysiology	1,093	419	110	467
Clinical Pathology	668	334	234	297
Clinical Pharmacology	367	153	104	133
Clinical Genetics	120	102	81	81
Colon and Rectal Surgery	1,748	1,146	765	1,005
Congenital Cardiac Surgery (Thoracic Surgery)	3	0	0	0
Cosmetic Surgery	118	103	63	63
Craniofacial Surgery	23	11	6	10
Critical Care Medicine (Anesthesiology)	649	260	90	323
Critical Care Medicine (Internal Medicine)	1,630	815	399	966
Critical Care Medicine (Obstetrics and Gynecology)	7	4	5	0
Cytopathology	936	348	121	401
Dermatologic Surgery	683	136	101	137
Dermatology	12,835	9,062	5,662	6,220
Dermatopathology	678	354	161	315
Developmental-Behavioral Pediatrics	145	47	16	62
Diabetes	334	230	173	203
Diagnostic Radiology	29,515	16,182	7,217	17,209
Emergency Medicine	42,207	17,025	5,830	19,481
Emergency Medicine/Family Medicine	10	1	0	5
Endocrinology, Diabetes and Metabolism	6,110	3,619	2,108	3,465
Endovascular Surgical Neuroradiology	15	7	4	6
Epidemiology	54	41	26	11
Facial Plastic Surgery	472	391	310	297
Family Medicine (formerly FP-Family Practice)	127,458	65,816	36,160	59,838
Foot and Ankle Orthopedics	132	89	48	78
Forensic Pathology	843	360	235	253
Forensic Psychiatry	509	294	121	196
Gastroenterology	14,525	9,944	6,153	7,910
General Practice	19,423	10,347	5,892	6,092
General Preventative Medicine	2,799	954	503	890
General Surgery	40,111	19,112	11,716	16,771
Geriatric Medicine (Family Practice)	824	462	251	397
Geriatric Medicine (Internal Medicine)	3,813	1,919	941	1,908
Geriatric Psychiatry	928	521	243	426
Gynecological Oncology	533	428	310	401
Gynecology	4,185	2,793	2,105	2,190
Hand Surgery	1,733	1,369	797	1,192
Hand Surgery (Orthopedics)	261	41	8	62
Hand Surgery (Plastic Surgery)	38	5	2	8
Hand Surgery (Surgery)	20	2	0	7
Head and Neck Surgery	264	183	156	157
Hematology (Internal Medicine)	2,230	1,413	817	1,150
Hematology (Pathology)	754	275	102	304
Hematology/Oncology	6,081	3,165	1,466	3,102
Hepatology	121	96	67	86
Hospice and Palliative Medicine	58	12	4	20
Hospice and Palliative Medicine	3	3	1	3
Hospice and Palliative Medicine	0	0	0	0
Hospice and Palliative Medicine – Internal	6	4	2	4
Hospice and Palliative Medicine (Obstetrics and Gynecology)	1	1	0	1
Hospice and Palliative Medicine (Psychiatry and Neurology)	1	1	1	0
Hospice and Palliative Medicine (Emergency)	1	1	1	0

*For official counts, please contact Redi-Data.

**Email addresses are not AMA-PPD data.

PHYSICIAN SPECIALTY BY MEDIA COUNT*

Specialty:	Postal:	Phone:	Fax:	Email**:
Hospitalist	137	115	45	88
Immunology	244	127	86	117
Infectious Disease	7,332	3,884	2,221	3,493
Internal Medicine	134,048	68,048	36,169	62,945
Internal Medicine (Family Practice)	29	6	3	9
Internal Medicine/Dermatology	21	6	0	1
Internal Medicine/Emergency Medicine	307	13	1	45
Internal Medicine/Emergency Medicine/Critical Care	1	0	0	0
Internal Medicine/Medical Genetics	3	0	0	0
Internal Medicine/Neurology	12	3	0	3
Internal Medicine/Pediatrics	4,922	2,235	948	2,146
Internal Medicine/Physical Medicine and Rehabilitation	2	1	0	1
Internal Medicine/Preventive Medicine	47	3	2	5
Internal Medicine/Psychiatry	118	25	2	12
Interventional Cardiology	1,814	1,027	399	984
Legal Medicine	304	147	91	95
Maternal and Fetal Medicine	685	514	352	525
Medical Genetics	529	259	157	277
Medical Management	377	279	169	210
Medical Microbiology	77	32	22	33
Medical Oncology	5,596	4,032	2,624	3,374
Medical Toxicology (Emergency Medicine)	154	41	15	60
Medical Toxicology (Pediatrics)	5	2	2	4
Medical Toxicology (Preventative Medicine)	34	12	3	9
Molecular Genetic Pathology (Pathology)	57	6	0	15
Molecular Genetics Pathology (Medical Genetics)	0	0	0	0
Musculoskeletal Oncology	82	42	17	49
Musculoskeletal Radiology	143	60	8	76
Neonatal-Perinatal Medicine	4,801	2,575	1,456	2,863
Nephrology	9,096	5,563	3,229	5,226
Neurodevelopmental Disabilities (Pediatrics)	12	12	8	11
Neurodevelopmental Disabilities (Psychiatry and Neurology)	18	6	3	5
Neurological Surgery	6,908	3,976	2,449	3,727
Neurology	15,478	8,899	5,548	8,538
Neurology/Diagnostic Radiology/Neuroradiology	43	25	13	30
Neurology/Physical Medicine and Rehabilitation	1	1	1	1
Neuromuscular Medicine	49	9	4	15
Neuropathology	423	179	119	190
Neuropsychiatry	16	16	11	14
Neuroradiology	2,374	1,265	462	1,386
Nuclear Cardiology	7	5	2	3
Nuclear Medicine	1,854	943	536	986
Nuclear Radiology	172	96	45	103
Nutrition	184	111	69	85
Obstetrics	286	190	132	162
Obstetrics and Gynecology	48,636	28,210	16,696	25,159
Occupational Medicine	3,781	2,084	1,384	1,607
Ophthalmology	22,913	16,792	10,720	13,243
Oral and Maxillofacial Surgery	217	190	97	66
Orthopedic Surgery	27,869	16,910	10,724	11,689
Orthopedic Surgery of the Spine	763	547	347	487
Orthopedic Trauma	155	93	47	82
Osteopathic Manipulative Medicine	774	191	118	130
Other Specialty	4,670	1,994	1,179	1,630
Otolaryngology	12,559	7,882	5,275	6,634
Otology/Neurotology	177	126	91	108
Pain Management	2,312	1,488	741	1,344
Pain Medicine	34	0	0	3
Pain Medicine (Neurology)	2	2	2	2
Pain Medicine (Physical Medicine and Rehabilitation)	13	12	7	8
Pain Medicine (Psychiatry)	4	3	1	4
Palliative Medicine	225	155	93	135
Pediatric Allergy	217	152	101	113
Pediatric Anesthesiology	954	326	116	385
Pediatric Cardiology	2,294	1,248	715	1,244
Pediatric Cardiothoracic Surgery	53	44	33	44
Pediatric Critical Care Medicine	1,684	687	314	883
Pediatric Dermatology	2	2	1	0
Pediatric Emergency Medicine	1,180	421	178	596
Pediatric Endocrinology	1,136	541	319	604
Pediatric Gastroenterology	909	396	237	477
Pediatric Hematology/Oncology	2,250	1,029	546	1,023
Pediatric Infectious Diseases	611	212	111	272
Pediatric Nephrology	636	306	164	355

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PHYSICIAN SPECIALTY BY MEDIA COUNT*

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Pediatric Ophthalmology	203	189	132	170
Pediatric Orthopedics	410	269	160	275
Pediatric Otolaryngology	195	135	90	129
Pediatric Pathology	169	74	47	75
Pediatric Pulmonology	796	493	237	470
Pediatric Radiology	860	469	240	512
Pediatric Rehabilitation Medicine	30	8	3	7
Pediatric Rheumatology	214	76	39	90
Pediatric Surgery	988	624	385	619
Pediatric Surgery (Neurology)	31	26	18	25
Pediatric Urology	255	169	93	159
Pediatrics	68,449	39,538	22,895	33,681
Pediatrics/Dermatology	7	1	1	0
Pediatrics/Emergency Medicine	34	3	1	4
Pediatrics/Medical Genetics	20	1	1	2
Pediatrics/Physical Medicine and Rehabilitation	23	3	2	6
Pediatrics/Psychiatry/Child and Adolescent Psychiatry	114	13	1	27
Pharmaceutical Medicine	95	71	31	42
Phlebology	103	86	47	67
Physical Medicine and Rehabilitation	10,983	5,704	3,353	5,248
Plastic Surgery	7,781	5,118	3,565	4,418
Plastic Surgery – Integrated	5	0	0	0
Plastic Surgery within the Head and Neck (Otolaryngology)	3	2	0	2
Procedural Dermatology	87	25	4	27
Proctology	12	12	7	8
Psychiatry	47,407	28,030	14,275	18,945
Psychiatry/Family Medicine	73	22	2	13
Psychiatry/Neurology	19	6	3	5
Psychoanalysis	635	507	230	204
Psychosomatic Medicine	104	31	9	22
Public Health and General Preventative Medicine	1,890	735	536	477
Pulmonary Critical Care Medicine	5,534	2,629	1,068	2,894
Pulmonary Disease	6,739	4,774	3,072	4,479
Radiation Oncology	5,072	3,251	1,929	2,906
Radiological Physics	1	0	1	0
Radiology	7,671	4,096	2,122	3,938
Reproductive Endocrinology and Infertility	708	584	421	529
Rheumatology	5,372	3,472	2,148	3,055
Selective Pathology	466	111	37	137
Sleep Medicine	418	220	125	218
Sleep Medicine (Internal Medicine)	10	10	4	9
Sleep Medicine (Pediatrics)	1	1	1	1
Sleep Medicine (Psychiatry/Neurology)	6	6	5	6
Spinal Cord Injury	117	41	12	49
Sports Medicine (Family Practice)	1,073	466	185	486
Sports Medicine (Internal Medicine)	62	45	31	34
Sports Medicine (Orthopedic Surgery)	1,426	939	456	859
Sports Medicine (Pediatrics)	67	37	18	32
Sports Medicine (Physical Medicine and Rehabilitation)	938	380	191	385
Sports Medicine (Sports Medicine)	37	17	8	7
Surgical Critical Care	914	357	117	456
Surgical Oncology	384	340	248	275
Thoracic Surgery	5,878	3,556	2,305	3,503
Thoracic Surgery – Integrated	3	0	0	0
Transitional Year	957	136	1	83
Transplant Hepatology (Internal Medicine)	24	5	1	5
Transplant Surgery	184	145	111	125
Trauma Surgery	295	212	147	193
Undersea and Hyperbaric Medicine (Emergency Medicine)	6	1	0	2
Undersea and Hyperbaric Medicine	74	42	27	38
Unspecified	25,365	5,375	1,262	4,960
Urgent Care Medicine	302	242	131	197
Urology	12,877	8,518	5,706	6,379
Vascular and Interventional Radiology	1,946	1,178	512	1,262
Vascular Medicine	34	29	24	28
Vascular Neurology	107	19	6	39
Vascular Surgery	3,245	2,140	1,303	1,967
Vascular Surgery – Integrated	22	1	0	0
Total	1,009,343	546,717	303,176	484,974

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LIST RENTAL / SELECTION CHARGES

RENTAL:	PRICE:	ADDITIONAL FEES:	PRICE:
5,000 and under	\$375.00 minimum	Keycode (Each)	\$4.00 per thousand
5,001 - 15,000	\$75.00 per thousand	Random/Nth Selections	\$20.00 each
15,001 - 30,000	\$65.00 per thousand	File Splits	\$20.00 each
30,001 - 60,000	\$55.00 per thousand	Phone Numbers	\$25.00 per thousand
60,001 - 100,000	\$45.00 per thousand	Fax Numbers	\$30.00 per thousand
100,001 - 150,000	\$35.00 per thousand	Shipping / Handling	\$50.00 flat
150,001 and over	\$25.00 per thousand		
		OUTPUT OPTIONS:	PRICE:
AMA ROYALTY:	PRICE:	E-mail Transfer	\$75.00 flat
Mail Only	\$21.25 per thousand	Diskette	\$80.00 flat
Mail Only CME (Category I or II)*	\$14.25 per thousand	Tape	\$50.00 flat
Telemarketing Only	\$24.25 per thousand	4-up Cheshire Labels	\$12.00 per thousand
Telemarketing Only, CME (Category I or II)*	\$17.25 per thousand	4-up Pressure Sensitive Labels	\$12.00 per thousand
Telemarketing Follow-up**	\$12.25 per thousand		
Fax Numbers (Text must be pre-approved)***	\$170.00 per thousand		
ABMS (select or deselect only)	12% of mail royalty		
License Data (select or deselect only)	\$5.00 per thousand		

Additional List Service/Output Charges may apply depending on order. Please inquire for a price quote.

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 AMA list use agreement 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)

**Example of the type of statement that qualifies for the CME exemption royalty rate: "This program is accredited by the Accreditation Council for Continuing Medical Education and designates the educational activity for xx hours in Category 1 and Category 2 credit toward the AMA Physician's Recognition award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity."*

***For a mail project PLUS phone follow up, the applicable mail rate plus \$12.25 per thousand applies*

****The following statements must appear on all faxes: "If you wish to have your Fax number removed from the AMA's Physician Fax Database call 1-800-621-8335"*

"If you have questions about this specific fax, or wish to be removed from receiving future faxes from {name}, please call {phone number}."

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