



MEDB2B PHYSICIAN AND HEALTHCARE PROFESSIONAL EMAIL LIST

BREAK THROUGH TO OVER 500,000 PHYSICIANS AT OPT-IN WORKPLACE EMAIL ADDRESSES – OTHER HEALTHCARE PROFESSIONALS ALSO AVAILABLE

Redi-Data's MedB2B is the largest and most detailed physician email list available, with over 500,000 records. Cost-effectively break through to your target audience with permissioned CAN-SPAM compliant email addresses. Our database is 100% Multi-Channel, with each record containing email, postal, and demographic data, as well as phone information where available. Additional American Medical Association Physicians Professional Data selections are available. (See AMA datacard or call for more selects. Email Addresses are not AMA-PPD data.)

Please contact a Redi-Data sales representative for counts and information for other medical professionals in MedB2B, such as nurses, physician assistants and more.

FEATURES:

- Workplace email addresses, including hard-to-find group practice and hospital-based emails.
- All domains are both primary and corporate (i.e. drjones@examplehospital.com as opposed to info@examplehospital.com).
- 100% permission based.
- Emails broadcast through Redi-Data (please inquire for details).

COLLECTION, MAINTENANCE, QUALITY:

- Updated weekly after permission passing
- Every record multi-sourced and verified
- Sourced by over 650 different data sources
- All opt-outs and bounces removed within 1 hour of deployment of all campaigns
- Postal portions of each record are updated with DPV/NCOA

SELECTS INCLUDE:

- Industry standard specialty codes and descriptions
- Profession (i.e. MD, DO, RN, Nurse Practitioner, etc.)
- Geography including ZIP radius

OTHER FEATURES:

- Records with phone, fax and deliverable mail also available flagged for multi-channel campaigns
- Suppress previous orders or counts for unique records

Phone: 877.288.DATA (3282) Web: redidata.com Email: sales@redidata.com Fax: 973.808.5511

EMAIL COUNT BY PHYSICIAN SPECIALTY (PLEASE INQUIRE FOR OTHER HEALTHCARE PROFESSIONALS)

Specialty:	Email:
Abdominal Radiology	58
Abdominal Surgery	72
Acupuncturist	89
Addiction Medicine	210
Addiction Psychiatry	160
Adolescent Medicine (Family Medicine)	1
Adolescent Medicine (Internal Medicine)	8
Adolescent Medicine (Pediatrics)	316
Adolescent Medicine (Unspecified)	234
Adult Cardiothoracic Anesthesiology (Anesthesiology)	28
Adult Reconstructive Orthopedics	200
Aerospace Medicine	191
Allergy	620
Allergy and Immunology	2,862
Anatomic Pathology	645
Anatomic/Clinical Pathology	7,668
Anesthesiology	25,244
Audiologist	1
Bariatrician	23
Bloodbanking/Transfusion Medicine	245
Cardiology	16,913
Cardiothoracic Radiology	10
Chemical Pathology	12
Child Abuse Pediatrics	1
Child and Adolescent Psychiatry	3,887
Child Neurology	919
Chiropractor	141
Clinical Biochemical Genetics	8
Clinical Cardiac Electrophysiology	841
Clinical Cytogenetics	5
Clinical Laboratory Immunology (Allergy and Immunology)	35
Clinical Laboratory Immunology (Internal Medicine)	3
Clinical Laboratory Immunology (Pediatrics)	2
Clinical Molecular Genetics	2
Clinical Neurophysiology	473
Clinical Pathology	283
Clinical Pharmacology	102
Clinical/Lab Derm/Immunology	1
Clinical Genetics	87
Colon and Rectal Surgery	1,106
Cosmetic Surgery	72
Craniofacial Surgery	10
Critical Care Medicine (Anesthesiology)	305
Critical Care Medicine (Internal Medicine)	940
Critical Care Specialist	506
Cytopathology	366
Denturist	113
Dermatologic Surgery	7,127
Dermatology	318
Dermatopathology	59
Developmental-Behavioral Pediatrics	235
Diabetes	18,683
Diagnostic Radiology	3
Emergency Medical Technician	20,141
Emergency Medicine	6
Emergency Medicine/Family Medicine	3,667
Endocrinology, Diabetes and Metabolism	1
Endovascular Surgical Neuroradiology (Neurological Surgery)	7
Endovascular Surgical Neuroradiology (Radiology)	8
Epidemiology	302
Facial Plastic Surgery	61,994
Family Medicine	119
Foot and Ankle Orthopedics	204
Forensic Pathology	184
Forensic Psychiatry	8,763
Gastroenterology	6,197
General Practice	816
General Preventative Medicine	16,971
General Surgery	23
Genetics Specialist	406
Geriatric Medicine (Family Medicine)	1,909
Geriatric Medicine (Internal Medicine)	414
Geriatric Psychiatry	154
Geriatrician (Unspecified)	449
Gynecological Oncology	2,261
Gynecology	1,398
Hand Surgery	57
Hand Surgery (Orthopedics)	8
Hand Surgery (Plastic Surgery)	8

Specialty:	Email:
Hand Surgery	7
Head and Neck Surgery	294
Hematology (Pathology)	285
Hematology/Oncology	3,545
Hematology (Internal Medicine)	1,216
Hepatology	130
Holistic Medicine	20
Hospice and Palliative Medicine	16
Hospice and Palliative Medicine (Family Medicine)	3
Hospice and Palliative Medicine (Internal Medicine)	3
Hospice and Palliative Medicine (Obstetrics and Gynecology)	1
Hospitalist	257
Immunology	105
Infectious Disease	3,669
Internal Medicine	65,134
Internal Medicine (Family Practice)	8
Internal Medicine/Emergency Medicine	27
Internal Medicine/Neurology	2
Internal Medicine/Pediatrics	2,114
Internal Medicine/Physical Medicine and Rehabilitation	1
Internal Medicine/Preventive Medicine	4
Internal Medicine/Psychiatry	11
Interventional Cardiology	1,040
Legal Medicine	98
Maternal and Fetal Medicine	556
Medical Genetics	277
Medical Management	178
Medical Microbiology	34
Medical Oncology	3,762
Medical Toxicology (Emergency Medicine)	58
Medical Toxicology (Pediatrics)	4
Medical Toxicology (Preventive Medicine)	9
Medical Toxicology (Unspecified)	4
Molecular Genetic Pathology (Pathology)	13
Musculoskeletal Oncology	47
Musculoskeletal Radiology	81
Neonatal-Perinatal Medicine	2,770
Nephrology	5,749
Neurodevelopmental Disabilities	4
Neurodevelopmental Disabilities (Pediatrics)	11
Neurologist	350
Neurology	8,827
Neurology/Diagnostic Radiology/Neuroradiology	33
Neurology/Physical Medicine and Rehabilitation	1
Neuromuscular Medicine (Neurology)	11
Neuropathology	170
Neuropsychiatry	10
Neuroradiology	1,501
Nuclear Cardiology	6
Nuclear Medicine	976
Nuclear Radiology	110
Neurological Surgery	3,869
Nutrition	80
Obstetrics	168
Obstetrics and Gynecology	26,856
Occupational Medicine	1,604
Ophthalmology	15,681
Optometrist	161
Oral and Maxillofacial Surgery	44
Orthopedic Reconstructive Surgery	3
Orthopedic Surgery	12,587
Orthopedic Surgery of the Spine	614
Orthopedic Trauma	90
Osteopathic Manipulative Medicine	174
Other	1,471
Otolaryngology	7,472
Otology/Neurotology	115
Pain Management	1,565
Pain Medicine (Neurology)	2
Pain Medicine (Physical Medicine and Rehabilitation)	9
Pain Medicine (Psychiatry)	4
Palliative Medicine	129
Pediatric Allergy	125
Pediatric Anesthesiology	370
Pediatric Cardiology	1,356
Pediatric Cardiothoracic Surgery	42

Specialty:	Email:
Pediatric Critical Care Medicine	868
Pediatric Emergency Medicine	556
Pediatric Endocrinology	613
Pediatric Gastroenterology	517
Pediatric Hematology/Oncology	1,014
Pediatric Infectious Diseases	269
Pediatric Nephrology	345
Pediatric Ophthalmology	219
Pediatric Orthopedics	295
Pediatric Otolaryngology	154
Pediatric Pathology	67
Pediatric Pulmonology	477
Pediatric Radiology	507
Pediatric Rehabilitation Medicine	8
Pediatric Rheumatology	80
Pediatric Surgery (Neurology)	28
Pediatric Surgery (Surgery)	668
Pediatric Urology	179
Pediatrics	34,713
Pediatrics/Emergency Medicine	3
Pediatrics/Medical Genetics	2
Pediatrics/Physical Medicine and Rehabilitation	4
Pediatrics/Psychiatry/Child and Adolescent Psychiatry	22
Pharmaceutical Medicine	35
Phlebology	74
Physical Medicine and Rehabilitation	5,604
Plastic Surgery	4,709
Plastic Surgery within the Head and Neck	2
Podiatrist	95
Procedural Dermatology	25
Proctology	11
Psychiatry	19,340
Psychiatry/Family Medicine	7
Psychiatry/Neurology	5
Psychoanalysis	198
Psychologist	77
Psychosomatic Medicine	23
Public Health/General Preventative Medicine	387
Pulmonary Critical Care Medicine	3,004
Pulmonary Disease	4,824
Radiation Oncology	3,332
Radiology	3,957
Reproductive Endocrinology and Infertility	602
Rheumatology	3,336
Selective Pathology	122
Sleep Medicine	271
Sleep Medicine (Internal Medicine)	12
Sleep Medicine (Pediatrics)	1
Sleep Medicine (Psychiatry and Neurology)	5
Spinal Cord Injury	45
Sports Medicine (Emergency Medicine)	5
Sports Medicine (Family Medicine)	516
Sports Medicine (Internal Medicine)	41
Sports Medicine (Orthopedic Surgery)	950
Sports Medicine (Pediatrics)	34
Sports Medicine (Physical Medicine and Rehabilitation)	381
Sports Medicine (Physical Medicine and Rehabilitation)	13
Sports Medicine (Unspecified)	196
Surgical Oncology	322
Thoracic Surgery	3,540
Transplant Hepatology (Internal Medicine)	4
Transplant Surgery	183
Trauma Surgery	217
Undersea and Hyperbaric Medicine (Emergency Medicine)	1
Undersea and Hyperbaric Medicine	34
Unspecified	1,140
Urgent Care Medicine	295
Urology	7,027
Vascular and Interventional Radiology	1,399
Vascular Medicine	29
Vascular Neurology	36
Vascular Surgery	2,152
Women's Health Specialist	1
Wound Care	1
Total	507,263

BROADCAST SERVICE PACKAGE

BROADCAST SERVICE: includes list rental and transmission of one email message. Inquire for pricing of multiple messages.

EMAIL TRANSMISSION: includes set-up, two tests, and transmission of text and HTML email message. Email message must be supplied in final broadcast form. Additional charges apply for any specialized graphics including any animation or oversized email messages.

EMAIL SUMMARY REPORT: includes summary information regarding the mailing, seed names added to the mailings, quantity of messages delivered, quantity of messages opened, counts of delivered messages, removes, bad addresses and net names sent. Tracking includes the count of each URL in your email message that the recipient clicked. (Please note the "Reply to Clicks" are not captured in the report, but can be redirected to an email address of your choice.)

TURNAROUND TIME: 3-5 days after receipt of your email message and list owner approvals.

ADDITIONAL SERVICES

URL TRACKING (Clickthroughs): Tracks by individual the URLs that have been clicked on in your email message. Multiple URLs can be tracked in one email message.

PERSONALIZATION: Personalizes each individual email message with the physician's name.

PIN NUMBERS (Personal Identification Numbers): Append unique identification numbers to each individual email message. PIN Numbers can be assigned by the client or by us.

DATABASE MATCHING TO CLIENT SUPPLIED FILE: We can match a client supplied file to our email database and select the matched records for email broadcast.

DATABASE MATCH EMAIL FLAG: We can supply a client's file back to them with a flag indicating which records have an email address.

OPT OUT/NON DELIVERABLES: We supply a file of the Opt Out/Non Deliverables from an email broadcast for client supplied files.

SUPPRESS CLIENT SUPPLIED FILE: We suppress a client supplied file of email addresses.

EMAIL BROADCAST ANALYSIS FILE: Once email broadcast is complete, we can provide a report of the number of email messages delivered, opened, who opened the message, the number of email messages forwarded and to whom it was forwarded, and the number of "clickthroughs" and removes.

LIST RENTAL/SELECTION CHARGES

PRODUCT STAGE	TYPE	SERVICE	DESCRIPTION	PRICE	PER	MINIMUM
BROADCAST	Basic	Broadcast (Turnaround time: 3-5 days after receipt of email message in final broadcast and all necessary approvals.)	Cost of setup and one email	\$415.00	M	\$850.00
			Cost of setup and two emails	\$825.00	M	\$1,500.00
			Cost of setup and three emails	\$1,175.00	M	\$1,850.00
			Unlimited (1 year)	\$1,450.00	M	\$2,500.00
			Set-up includes; two (2) tests; one (1) message transmission and summary report			
FRONT END (Pre-Broadcast)	Creative	Personalization	Personalizes each e-mail message with the physician's name.	\$75.00	FLAT	\$75.00
		Image Hosting	Email contains single image.	\$75.00	FLAT	\$75.00
OPTIONS	Tracking	URL Tracking (Clickthroughs)	Tracks total clicks, by URL, in your e-mail message. Multiple URLs can be tracked in one e-mail message.	\$50.00	EACH	\$50.00
		PIN NUMBERS	Append unique PIN, assigned by client or Redi-Data, to individual e-mail messages.	\$150.00	FLAT	\$150.00
		Database Match	Match client-supplied file to Redi-Data e-mail database.	ME Match: \$200.00	FLAT	\$200.00
				No ME match: \$650.00	FLAT	\$650.00
	CAN-SPAM Compliance	Suppress Client's File	Suppress a client-supplied file of e-mail addresses.	\$100.00	FLAT	\$100.00
BACK-END (Post-Broadcast)	CAN-SPAM Compliance	Provide Opt-out	Supply file of opt-out e-mail addresses from broadcast.	\$100.00	FLAT	\$100.00
OPTIONS	Back-end Analysis	E-mail Broadcast analysis file	Provide post-broadcast analysis, record-specific results including delivery, open, forward, click-through, and opt-outs.	\$500.00	FLAT	\$500.00