



## MEDB2B<sup>SM</sup> PHYSICIAN AND HEALTHCARE PROFESSIONAL EMAIL LIST

### **BREAK THROUGH TO OVER 900,000 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 900,000 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

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# 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.)	One time use Two time use Three time use Four time use Annual (1 year) up to 12x use max  Set-up includes; two (2) tests; one (1) message transmission and summary report	\$415.00 \$750.00 \$1,060.00 \$1,350.00 \$1,500.00	M M M M M	\$850.00 \$1,500.00 \$2,000.00 \$2,500.00 \$3,000.00
FRONT END (Pre-Broadcast)	Creative	Personalization	Personalizes each e-mail message with the physician's name.	\$75.00	FLAT	\$75.00
OPTIONS	Tracking	Image Hosting	Email contains single image.	\$75.00	FLAT	\$75.00
		URL Tracking (Clickthroughs)	Tracks total clicks, by URL, in your e-mail message. Multiple URLs can be tracked in one e-mail message.	Included	EACH	Included
		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 No ME match: \$650.00	FLAT	\$200.00 \$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.	Included	FLAT	Included
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