



SOURCE® POWER PROFILER PHYSICIAN PRESCRIBING DATA

DESCRIPTION:

SOURCE® POWER PROFILER delivers direct access to physician prescribing history and information on almost every physician in the USA. Redi-Data has partnered with Wolters Kluwer to bring you the most reliable prescribing data available, including information from over 35,000 pharmacies and over 2.8 billion prescriptions. Get the true picture of individual prescribing habits for actionable, effective decision making and marketing. Data includes comprehensive AMA listings – such as address, telephone, physician’s state licensing, hospital or group affiliation and more – for unparalleled depth of information.

SELECTS:

- Specialty
- Therapeutic Class (in Deciles)
- Individual Product Level (in Deciles)
- State/SCF/ZIP
- Physician Age

PRICING:

RECORD SIZE:

- 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:

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

THERAPEUTIC CLASS:

- Direct Mail
- CME Direct Mail
- Publishers

PRICE:

- \$138.00 per thousand/\$850 minimum
- \$105.00 per thousand/\$500 minimum
- \$80.00 per thousand/\$825 minimum

INDIVIDUAL PRODUCT:

- Direct Mail
- CME Direct Mail
- Publishers

- \$170.00 per thousand/\$900 minimum
- \$170.00 per thousand/\$500 minimum
- \$96.00 per thousand/\$825 minimum

AMA LIST RENTAL / SELECTION CHARGES

AMA ROYALTY:	PRICE:
Mail Only	\$21.75 per thousand
Mail Only CME <i>(Category I or II)*</i>	\$15.25 per thousand
Telemarketing Only	\$24.75 per thousand
Telemarketing Only, CME <i>(Category I or II)*</i>	\$18.25 per thousand
Telemarketing Follow-up**	\$12.50 per thousand
Fax Numbers <i>(Text must be pre-approved)***</i>	\$170.00 per thousand
ABMS <i>(select or deselect only)</i>	12% of mail royalty
License Data <i>(select or deselect only)</i>	\$5.00 per thousand

ADDITIONAL FEES:	PRICE:
Keycode <i>(Each)</i>	\$4.00 per thousand
Random/Nth Selections	\$20.00 each
File Splits	\$20.00 each
Phone Numbers	\$25.00 per thousand
Fax Numbers	\$30.00 per thousand
Shipping / Handling	\$50.00 flat

OUTPUT OPTIONS:	PRICE:
E-mail Transfer	\$75.00 flat
Diskette	\$80.00 flat
Tape	\$50.00 flat
4-up Cheshire Labels	\$12.00 per thousand
4-up Pressure Sensitive Labels	\$12.00 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 \$12.50 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"*

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