



PHYSICIAN PRESCRIBING DATA

DESCRIPTION:

Get direct access to physician prescribing history and information on almost every physician in the USA. With 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—including address, telephone, physician's state licensing, hospital or group affiliation and more—for unparalleled depth of information.

SELECTIONS:

BASIC SELECTIONS:

- Specialty
- Physician state licensing data
- Decile information by therapeutic class
- Decile information by individual product class
- Hospital or Group Affiliation
- Geography
- Gender
- Age

FEATURES:

- Over 35,000 pharmacies
- Over 2.8 billion prescriptions
- Data includes comprehensive AMA listings
- Detailed demographic data
- Updated Quarterly

GEOGRAPHIC SELECTIONS:

- State
- County
- SCF (1st 3 ZIP Digits)
- ZIP Code
- Radius Select

[View reverse side for pricing details](#)

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LIST RENTAL / SELECTION CHARGES

RENTAL	PRICE	ADDITIONAL FEES	PRICE
5,001 - 15,000	\$75 per thousand	Keycode (Each)	\$4 per thousand
15,001 - 30,000	\$65 per thousand	Random/Nth Selections	\$20 each
30,001 - 60,000	\$55 per thousand	File Splits	\$20 each
60,001 - 100,000	\$45 per thousand	Phone Numbers	\$25 per thousand
100,001 - 150,000	\$35 per thousand	Fax Numbers	\$30 per thousand
150,001 and over	\$25 per thousand	Shipping/Handling	\$50 flat

THERAPEUTIC CLASS

	PRICE
Direct Mail	\$138 per thousand/ \$850 min
CME Direct Mail	\$105 per thousand/ \$500 min
Publishers	\$80 per thousand/ \$825 min

INDIVIDUAL PRODUCT

	PRICE
Direct Mail	\$170 per thousand/ \$900 min
CME Direct Mail	\$170 per thousand/ \$500 min
Publishers	\$96 per thousand/ \$825 min

AMA ROYALTY

	PRICE
Mail Only	\$22.25 per thousand
Mail Only CME (Category I or II)*	\$16.25 per thousand
Telemarketing Only	\$25.25 per thousand
Telemarketing Only, CME (Category I or II)*	\$19.25 per thousand
Telemarketing Follow-up**	\$12.50 per thousand
Fax Numbers	\$170 per thousand
(Text must be pre-approved)***	
ABMS (select or deselect only)	12% of mail royalty
License Data (select or deselect only)	\$5 per thousand

OUTPUT OPTIONS

	PRICE
Email/FTP	\$50 flat

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.

*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"

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

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