



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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