



Kaiser Permanente is a vast managed care network with over 180,000 employees and almost nine million members. With strict policies in place about mailing to their healthcare providers, you'll want to ensure you don't alienate one of your biggest potential customers.

### **WHY KAISER FLAGS ARE VALUABLE:**

If a provider who is a member of Kaiser Permanente receives more than 3 unsolicited pieces of mail in a calendar year the organization may bar the marketer/mailer from mailing for a period of one year. Aside from wasted mail pieces and the inherent costs associated with them; this is a proactive method of ensuring mailers avoid reaching physicians and providers who do not wish to receive unsolicited mail.

Redi-Data offers a comprehensive Kaiser Permanente Suppression service, with the ability to flag your lists for all the healthcare professionals and locations in the Kaiser system, including:

- Nearly 75,000 physicians (MDs and DOs)
- Over 10,000 nurse practitioners and physician assistants
- Over 7,000 Kaiser Permanente locations

### **PRICING:**

- \$3 per matched (flagged) record
- Minimum = \$2,250

### **PROCEDURE:**

Redi-Data's monthly updates to the Kaiser Permanente Suppression database ensure you're working from the latest data available. By working with Redi-Data, you will shorten your path to value with streamlined vendor management, access to a broad array of best-in-class products and ongoing client support.

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