



## OVER 160,000 HOSPITAL PROFESSIONALS POSTAL ADDRESSES AND OVER 90,000 EMAIL ADDRESSES

### DESCRIPTION:

With over 160,000 hospital professionals, break through to one of the largest markets in healthcare. The Database allows you to reach multiple, specific job titles within a hospital. The Database incorporates over 7,000 accredited health care institutions that provide 24-hour, in-patient medical or surgical services.

### FEATURES:

- Over 160,000 Hospital Professionals
- Updated and Verified Monthly
- Email Addresses Available
- Job Titles
- Phone Numbers Available

### DEPLOYMENT SERVICE PACKAGE

**EMAIL DEPLOYMENT:** Includes set-up, two tests, and deployment of text and HTML email message. Email message must be supplied in final deployment form. Additional charges apply for specialized graphics including oversized email messages.

**EMAIL REPORT:** Includes summary information regarding the mailing, seed names, messages delivered, messages opened, removes, clickthroughs, bad addresses and net names sent. (Please note the “Reply to Clicks” are not captured in the report, but can be redirected to an email address of your choice.)

**URL TRACKING (Clickthroughs):** Tracks individual URLs that have been clicked on in your email message. Multiple URLs can be tracked in one email message.

**TURNAROUND TIME:** 3-5 days after receipt of your email message and list owner approvals.

### TITLE SELECTIONS:

- Ambulatory Services Director
- Blood Bank Director
- Burn Care Unit Director
- Cardiac Cath Lab Director
- Cardiology Director
- Chemical/Substance Abuse Director
- Chief Executive Officer
- Chief Financial Officer
- Chief Information Officer
- Chief Medical Officer
- Chief Operations Officer
- Chief of Anesthesiology
- Chief of Obstetrics/Gynecology
- Chief of Pediatrics
- Clinical Coordinator of ER
- Community Health Specialist
- Critical Care Specialist
- Director of Central/Sterile Services
- Director of Continuing Education
- Director of Geriatric Services
- Infection Prevention Director
- Nursing Director
- Occupational Therapy Director
- Pharmacy Director
- Safety Director
- Sports Medicine Specialist
- Women’s Health Service Director
- And many more! (Email [sales@redidata.com](mailto:sales@redidata.com) for more information.)

### ADDITIONAL EMAIL SERVICES

**PERSONALIZATION:** Personalize each email message with the individual’s name.

**PIN NUMBERS (Personal Identification Numbers):** Validated unique identification numbers to each individual email message.

**DATABASE MATCHING:** We can match a client supplied file to our email database and select the matched records for email deployment.

**DATABASE MATCH EMAIL FLAG:** Supply a client’s file back to them with a flag indicating which records have an email address.

**NON-AUTHORIZED/NON DELIVERABLES:** Provide the non-authorized/non-deliverables from an email deployment for client supplied files.

**SUPPRESS FILE:** We can suppress a client supplied file of emails.

**ANALYSIS FILE:** After deployment, we can provide a report of the number of email messages delivered, opened, who opened the message, the number of email messages forwarded, and the number of “clickthroughs” and removes. (Additional fees apply)

[View reverse side for pricing details](#)

# REDI-DATA HOSPITAL POSTAL AND EMAIL LISTS

## POSTAL LIST RENTAL / SELECTION CHARGES

### STANDARD PRICING

List Use \$60 per thousand  
 Minimum Order \$350

### ADDITIONAL FEES

State N/C  
 Title \$20 per thousand  
 Bed Size \$10 per thousand  
 Annual Budget \$10 per thousand  
 Population Score \$10 per thousand  
 Primary Funding Source \$10 per thousand  
 Religious Affiliation \$10 per thousand  
 Service Types \$10 per thousand  
 Type of Degree \$10 per thousand

Type of Institution \$10 per thousand  
 URL \$10 per thousand  
 Ownership \$10 per thousand  
 Sic Code Primary \$10 per thousand  
 Hospital Accreditation \$10 per thousand  
 Phone Numbers \$10 per thousand  
 Key Coding \$5 per thousand

### OUTPUT OPTIONS

Email/FTP \$50 flat

### ADDITIONAL ORDERING INFORMATION:

All lists are limited to a one-time use unless otherwise specified. Unlimited use available upon approval. 20% commission to brokers and 15% commission to agencies. Pre-payment may be required.

## EMAIL LIST RENTAL / SELECTION CHARGES

PRODUCT STAGE	TYPE	SERVICE	DESCRIPTION	PRICE	PER	MINIMUM
<b>DEPLOYMENT</b>	Basic	Deployment (Turnaround time: 3-5 days after receipt of email message in final deployment and all necessary approvals.)	One time use Set-up includes; two (2) tests; one (1) message transmission and summary report	\$200	M	\$500
<b>FRONT END</b>  (Pre-Deployment)  OPTIONS	Creative	Personalization	Personalization per occasion	\$75	EACH	\$75
		Image Hosting	Email contains single image	\$75	FLAT	\$75
	Tracking	URL Tracking (Clickthroughs)	Tracks total clicks, by URL, in your email message. Multiple URLs can be tracked in one email message	Included	EACH	Included
		PIN NUMBERS	Validate unique PIN, assigned by client or Redi-Data, to individual email messages	\$150	FLAT	\$150
		Database Match	Match client-supplied file to Redi-Data email database	Match: \$200	FLAT	\$200
<b>BACK-END</b>  (Post-Deployment)  OPTIONS	CAN-SPAM Compliance	Suppress Client's File	Suppress a client-supplied file of email addresses	\$100	FLAT	\$100
	CAN-SPAM Compliance	Provide Non-authorized	Supply file of non-authorized email addresses from deployment	Included	FLAT	Included
	Back-end Analysis	Email Deployment Analysis File	Provide post-deployment analysis, record-specific results including delivery, open, forward, click-through, and non-authorized	\$500	FLAT	\$500

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

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