



## 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, and more—for unparalleled depth of information.

### SELECTIONS:

#### BASIC SELECTIONS:

- Specialty
- Physician state licensing data
- Decile segmentation by number of scripts written quarterly for Therapeutic Class and/or Individual Product
- 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](#)

# PHYSICIAN PRESCRIBING DATA

## LIST RENTAL / SELECTION CHARGES

### RENTAL

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 per thousand  
\$65 per thousand  
\$55 per thousand  
\$45 per thousand  
\$35 per thousand  
\$25 per thousand

### ADDITIONAL FEES

Keycode (Each)  
Random/Nth Selections  
File Splits  
Phone Numbers  
Fax Numbers  
Shipping/Handling

### PRICE

\$4 per thousand  
\$20 each  
\$20 each  
\$25 per thousand  
\$30 per thousand  
\$50 flat

### THERAPEUTIC CLASS

Direct Mail  
CME Direct Mail  
Publishers

### PRICE

\$138 per thousand/ \$850 min  
\$105 per thousand/ \$500 min  
\$80 per thousand/ \$825 min

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.

### INDIVIDUAL PRODUCT

Direct Mail  
CME Direct Mail  
Publishers

### PRICE

\$170 per thousand/ \$900 min  
\$170 per thousand/ \$500 min  
\$96 per thousand/ \$825 min

### AMA ROYALTY

Mail Only  
Mail Only CME (Category I or II)\*  
Telemarketing Only  
Telemarketing Only, CME (Category I or II)\*  
Telemarketing Follow-up\*\*  
Fax Numbers  
(Text must be pre-approved)\*\*\*  
ABMS (select or deselect only)  
License Data (select or deselect only)

### PRICE

\$13.50 per thousand  
\$9.75 per thousand  
\$15.25 per thousand  
\$11.75 per thousand  
\$12.50 per thousand  
\$170 per thousand  
  
12% of mail royalty  
\$5 per thousand

\*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"

### OUTPUT OPTIONS


FTP

### PRICE

\$75 flat

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

#### Headquarters

 107 Little Falls Road  
Fairfield, NJ 07004  
 973.227.4380

#### Sales Offices

 20 E. Taunton Road Suite 520  
Berlin, NJ 08009  
 856.988.6969

 4577 Nob Hill Road, Suite 211  
Sunrise, FL 33351  
 877.288.3282