



## OVER 58,000 LOCATIONS WITH OVER 277,000 CONTACTS' POSTAL AND EMAIL ADDRESSES

### DESCRIPTION:

With over 277,000 contacts, reach out to key individuals that plan and direct operations at nursing homes and long-term care facilities. The Redi-HealthCenter Database enables you to contact those that oversee all aspects related to these facilities, including developing a patient base, hiring employees, keeping records and ordering equipment and supplies, for both individual and corporate-owned locations. Tap into this specialized, highly-educated selection of health care professionals with the highest-quality, most comprehensive and detailed information on the market.

### FEATURES:

- Nursing/Retirement/Assisted Living Facilities – Over 23,000 Facilities with Over 211,000 Contacts
- Ambulatory Surgery Centers – Over 5,000 Centers with Over 12,000 Contacts
- Community Health Centers – Over 4,500 Centers with Over 9,000 Contacts

### 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:

- |                                |  |
|--------------------------------|--|
| ■ Activities Director          | ■ Housekeeping Director                    |
| ■ Alzheimers Services Director | ■ Independent Living Director              |
| ■ Assisted Living Director     | ■ Medical Director                         |
| ■ CEO                          | ■ Nursing Home Director                    |
| ■ Chief Information Officer    | ■ Nursing Services Director                |
| ■ Chief Purchasing Officer     | ■ Physical Therapy/Rehabilitation Director |
| ■ Food Services Director       |  |

- Public Health Departments – Over 9,000 Departments with Over 12,000 Contacts
- Diagnostics Imaging Centers – Over 3,500 Centers with Over 7,000 Contacts
- Urgent Care Centers – Over 5,000 Centers with Over 5,000 Contacts
- Home Health/Hospice – Over 8,000 Facilities with Over 21,000 Contacts

### 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 HEALTHCENTER POSTAL AND EMAIL LISTS

## SEGMENTS

Total Universe/Universe Rate \$65.00/M

## SELECTION / SELECTION CHARGES

### CONTACTS

	PRICE
Ambulatory Surgery Centers	\$10.00/M
Community Health Centers	\$10.00/M
Diagnostic Imaging Centers	\$10.00/M
Home Health/Hospice	\$10.00/M
Nursing/Retired/Assisted Living Facilities	\$10.00/M
Public Health Departments	\$10.00/M
Urgent Care Centers	\$10.00/M

## ADDRESSING

Key Coding \$5.00/M

## ORDERING INSTRUCTIONS

- 5,000 Name Minimum Order \$65.00 Minimum Price
- 85% Net Name Available on Orders of 50,000 or More (\$5.00/M Run Charge)
- Exchange is Not Available
- Broker Commission 20% on Base
- Agency Commission 15% on Base
- Please Inquire About Reuse
- Cancellation Fee at \$100.00/F

## OUTPUT OPTIONS



FTP \$75 flat

## EMAIL LIST RENTAL / SELECTION CHARGES

PRODUCT STAGE	TYPE	SERVICE	DESCRIPTION	PRICE	PER	MINIMUM
DEPLOYMENT	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
FRONT END (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
	CAN-SPAM Compliance	Suppress Client's File	Suppress a client-supplied file of email addresses	\$100	FLAT	\$100
BACK-END (Post-Deployment) OPTIONS	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

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