



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

DESCRIPTION:

With over 160,000 hospital professionals, breakthrough 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

TITLE SELECTIONS:

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

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.

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

FTP	\$75 flat
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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
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

View and run counts on our free online count system at ama.redicounts.com

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