



HEALTH CENTER

Postal and Email Lists

REACH OVER 900,000 PERSONNEL AT OVER 350,000 POSTAL LOCATIONS, PLUS OVER 700,000 EMAIL ADDRESSES

DESCRIPTION:

Reach out to key individuals that plan and direct operations at nursing homes and long-term care facilities. Redi-Data's Health Center Database enables you to contact personnel 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 healthcare professionals with the highest-quality, most comprehensive and detailed information on the market.

FACILITY SELECTIONS:

OUTPATIENT CENTER

- Alternative Medicine
- Diagnostic Imaging Center
- Health Department
- Independent Physician Practice
- Medical Clinic
- Medical Practice
- Medical Spa
- Physical Medicine and Rehab
- Surgery Center

RESIDENTIAL CARE

- Assisted Living
- Home Health
- Independent Living
- Nursing Home
- Other Residential Facilities

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
- Alzheimer's Services Director
- Assisted Living Director
- CEO
- Chief Information Officer
- Chief Purchasing Officer
- Food Services Director
- Housekeeping Director
- Pharmacy Director
- Medical Director
- Nursing Home Director
- Nursing Services Director
- Physical Therapy / Rehabilitation Director

ADDITIONAL FEATURES:

- NPI Number
- Location Specialty
- Medicare Participation

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

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HEALTH CENTER POSTAL AND EMAIL LISTS

SEGMENTS

Total Universe/Universe Rate

PRICE

\$65.00/M

ADDRESSING

Key Coding

PRICE

\$5.00/M

SELECTION / SELECTION CHARGES

CONTACTS

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	\$10.00/M
Living Facilities	\$10.00/M
Public Health Departments	\$10.00/M
Urgent Care Centers	\$10.00/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

PRICE

\$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
		Personalization	Personalization per occasion	\$75	EACH	\$75
FRONT END (Pre-Deployment) OPTIONS	Creative	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
	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

Visit redidata.com or email sales@redidata.com for more information.

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