



HOSPITAL PROFESSIONALS

Postal and Email Lists

OVER 450,000 HOSPITAL PERSONNEL REPRESENTING OVER 7,000 HOSPITALS, PLUS OVER 350,000 EMAIL ADDRESSES ALSO AVAILABLE

DESCRIPTION:

With over 450,000 hospital professionals, break through to one of the largest markets in healthcare. The Redi-Data Hospital Database allows you to reach multiple, specific job titles within a hospital. The Database incorporates over 7,000 accredited healthcare institutions that provide 24-hour, in-patient medical or surgical services.

FEATURES:

- Over 450,000 Hospital Professionals
- Updated and Verified Monthly
- Over 350,000 Email Addresses Available
- Job Titles
- Hospital Specialty or Executive Certification Type

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 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

HOSPITAL PROFESSIONAL POSTAL AND EMAIL LISTS

POSTAL LIST RENTAL / SELECTION CHARGES

STANDARD PRICING	PRICE
List Use	\$60 per thousand
Minimum Order	\$350
ADDITIONAL FEES	PRICE
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	PRICE
FTP	\$75 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
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
Tracking	Image Hosting		Email contains single image	\$75	FLAT	\$75
	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
CAN-SPAM Compliance	Database Match		Match client-supplied file to Redi-Data email database	Match: \$200	FLAT	\$200
BACK-END (Post-Deployment) OPTIONS	CAN-SPAM Compliance	Suppress Client's File	Suppress a client-supplied file of email addresses	\$100	FLAT	\$100
	Back-end Analysis	Provide Non-authorized Email Deployment Analysis File	Supply file of non-authorized email addresses from deployment Provide post-deployment analysis, record-specific results including delivery, open, forward, click-through, and non-authorized	Included \$500	FLAT	Included \$500

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

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