

# PRESCRIPTION RX CLAIMS DATA

## Postal Lists

### OVER 4 BILLION CLAIMS OF PHYSICIAN PRESCRIBING (Rx) DATA

#### DESCRIPTION:

Get direct access to physician prescribing history and information on almost every physician in the USA. With over 4 billion annual claims of prescriptions (Rx) data, 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:

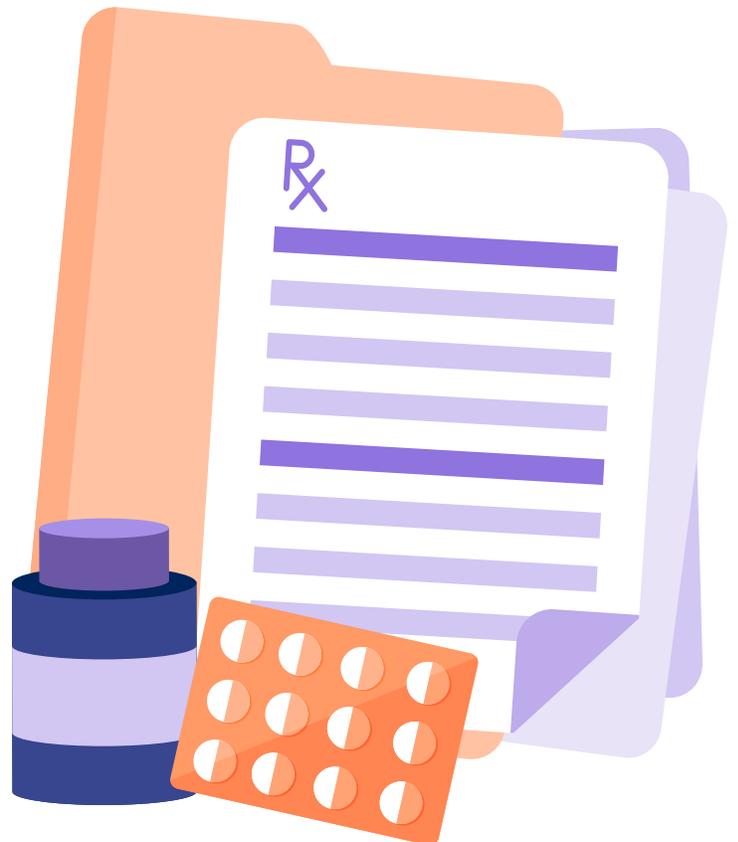
- Specialty
- Physician state licensing data
- Decile segmentation by number of prescriptions written quarterly for Therapeutic Class and/or Individual Product
- Geography
- Gender
- Age

#### FEATURES:

- Sourced from pharmacies
- Over 4 billion annual claims sourced from the leading Pharmacy Benefit Managers (PBMs)
- Access to a significant portion of the specialty drug market, including retail and specialty pharmacy claims, via leading PBMs
- Data includes comprehensive AMA listings
- Detailed demographic data
- Updated Quarterly
- NPs and PAs with prescribing authority also available

#### GEOGRAPHIC SELECTIONS:

- State
- County
- SCF (1st 3 ZIP Digits)
- ZIP Code
- Radius Select



**View reverse side for pricing details**

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## LIST RENTAL / SELECTION CHARGES

| RENTAL            | PRICE             |
|-------------------|-------------------|
| 5,001 - 15,000    | \$75 per thousand |
| 15,001 - 30,000   | \$65 per thousand |
| 30,001 - 60,000   | \$55 per thousand |
| 60,001 - 100,000  | \$45 per thousand |
| 100,001 - 150,000 | \$35 per thousand |
| 150,001 and over  | \$25 per thousand |

| THERAPEUTIC CLASS | PRICE                         |
|-------------------|-------------------------------|
| Direct Mail       | \$138 per thousand/ \$850 min |
| CME Direct Mail   | \$105 per thousand/ \$500 min |
| Publishers        | \$80 per thousand/ \$825 min  |

| INDIVIDUAL PRODUCT | PRICE                         |
|--------------------|-------------------------------|
| Direct Mail        | \$170 per thousand/ \$900 min |
| CME Direct Mail    | \$170 per thousand/ \$500 min |
| Publishers         | \$96 per thousand/ \$825 min  |

| AMA ROYALTY                                 | PRICE                |
|---|----------------------|
| Mail Only                                   | \$13.50 per thousand |
| Mail Only CME (Category I or II)*           | \$9.75 per thousand  |
| Telemarketing Only                          | \$15.25 per thousand |
| Telemarketing Only, CME (Category I or II)* | \$11.75 per thousand |
| Telemarketing Follow-up**                   | \$12.50 per thousand |
| Fax Numbers (Text must be pre-approved)***  | \$170 per thousand   |
| ABMS (select or deselect only)              | 12% of mail royalty  |
| License Data (select or deselect only)      | \$5 per thousand     |

| Output Options | Price     |
|----------------|-----------|
| FTP            | \$75 flat |

| ADDITIONAL FEES       | PRICE             |
|-----------------------|-------------------|
| Keycode (Each)        | \$4 per thousand  |
| Random/Nth Selections | \$20 each         |
| File Splits           | \$20 each         |
| Phone Numbers         | \$25 per thousand |
| Fax Numbers           | \$30 per thousand |
| Shipping/Handling     | \$50 flat         |

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.

\*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"

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

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