OVER 325,000 PHARMACISTS, OVER 340,000 PHARMACY TECHNICIANS POSTAL ADDRESSES, PLUS OVER 412,00 PHARMACISTS WITH EMAIL

DESCRIPTION

With so much influence in today's healthcare environment, smart marketers from all healthcare segments are reaching out to pharmacists. Redi-Data's Pharmacist Database is comprised of state-licensed professionals by title at various healthcare settings, including retail chains and institutions, such as hospitals. This data is proven to be accurate and highly responsive and is an excellent file for marketers of continuing education, pharmaceuticals, medical devices, health and beauty aids, and more.

FEATURES

- Permissioned pharmacist email addresses
- Dozens of selects
- Postal and email lists available for powerful multi-channel opportunities
- Email deployment through Redi-Data or may be licensed

COLLECTION, MAINTENANCE, QUALITY

- Collected from State Licensing Information
- Updated weekly after permission passing
- All non-authorized and bounces removed within 1 hour of deployment of all campaigns
- Postal portions of each record updated monthly with DPV®/NCOA

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.

SELECTIONS

BASIC SELECTIONS:

- Pharmacist Type (Hospital vs Retail)
- Geography
- Licensure State
- Address Type (Home or Office)
- Email
- Gender

GEOGRAPHIC SELECTIONS:

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

ADDITIONAL EMAIL SERVICES

PERSONALIZATION: Personalize each email message with the individual's name.

PIN NUMBERS (Personal Identification Numbers): Validate 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

STATE-LICENSED PHARMACISTS EMAIL AND POSTAL LISTS

POSTAL LIST RENTAL / SELECTION CHARGES

BASE	PRICE	SELECTS	PRICE
$65/M one time use	$350 Minimum	Geography	N/C
		Gender	N/C
DELIVERY	**PRICE**	Licensure State	$10/M
FTP	$75	Pharmacist Type	$10/M

Additional list services/output charges may apply depending on order. Please inquire for a price quote. Brokers, resellers, file licensees, lettershops, and data professionals, please call for additional information and rates.

CANCELLATION	PRICE
Before mail date:	$50 + $10/M + shipping
On or after mail date:	Full charge

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	$415	M	$850
			Two time use	$750	M	$1,500
			Three time use	$1,060	M	$2,000
			Four time use	$1,350	M	$2,500
			Annual (1 year) up to 12x use max	$1,500	M	$3,000
			Set-up includes; two (2) tests; one (1) message transmission and summary report			
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	ME Match: $200 No ME Match: $650	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 Emails	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

Headquarters

📞 973.227.4380

📍 107 Little Falls Road
Fairfield, NJ 07004

NJ Sales Office

📞 856.988.6969

📍 20 E. Taunton Road, Suite 520
Berlin, NJ 08009

FL Sales Office

📞 877.288.3282

📍 4577 Nob Hill Road, Suite 211
Sunrise, FL 33351

02092026