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Count 463,262 records; 206,934 male, 155,111 female, 101,217 unknown gender; 100% 4/5-line business addresses; 350,964 healthcare practitioners; 112,298 healthcare management.

Buyer Profile This multi-sourced list consists of medical professionals and top-level healthcare administrators/executives. They have purchased computer, communications, Internet, and medical technology products and services via direct response display advertising, direct mail, and Internet e-commerce. The professionals segment includes physicians, dentists, osteopaths, optometrists, podiatrists, pharmacists, psychologists, psychiatrists, chiropractors, and other healthcare practitioners at their private practice locations. The healthcare administrators/executives are at hospitals, nursing and personal care facilities, intermediate care facilities, psychiatric hospitals, specialty hospitals, medical labs, dental labs, home health services, kidney dialysis facilities, specialty outpatient facilities, addiction treatment facilities, and educational facilities. These physicians and administrators/executives have typically invested 5 – 10 years and \$100,000 - \$200,000 on their medical and/or business education. Their perseverance has rewarded them with exceptional incomes in the \$100,000 - \$300,000 range. They work long days and irregular schedules yet must squeeze in time for family, exercise, and continuing education. These physicians and administrators/executives are the elite of our healthcare system, medical knowledge workers by day and affluent consumers by night.

List Applications — Healthcare Diagnostic and imaging equipment, hospital and medical office supplies, hospital and medical office furnishings, pharmaceuticals and over-the-counter medicines, ambulatory care equipment, medical supply catalogs including their online versions, medical journals and text books, continuing education courses, advanced degree programs, medical board preparation programs, specialized newsletters, and medical web portals.

List Applications — Financial Secured and unsecured business loans, equipment and vehicle leasing, premium corporate credit, debit, and travel cards, affinity cards, and smart cards, malpractice insurance, business liability insurance, fleet vehicle insurance, employee benefits programs including healthcare insurance and retirement programs, online business banking services, online financial data and news, financial and tax software and services, and payroll services.

List Applications — Technology Desktop and mobile computer hardware and software, network server hardware and software, broadband Internet (T-3 and T-1 connections, DSL, wireless, satellite), PDAs (Palm and Microsoft Pocket PC-based), wireless e-mail and messaging (Blackberry devices, two-way pagers), cellular/PCS/radio phones and services, instant messaging, web services including hosting, mirroring, and ASPs (application service providers), office equipment including postage meters, faxes, copiers, office supply catalogs including their online versions, digital cameras, camcorders, and equipment and software for editing and managing digital media.

List Applications — Lifestyle Brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including malpractice, life, health, auto, home and personal umbrella liability policies, financial planning services, financial tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, smart cards, personal web hosting, ASPs, instant messaging, distance learning programs, self-help software, books and audio tapes, mail order and online pharmaceuticals, vitamins, and supplements, health club memberships, online health portals, exercise equipment, luxury vehicles, boats, and aircraft, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

List Rental Fee \$125/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

12-Month Unlimited Use License \$49,000 for entire file; net 15 days; brokers and agencies welcome.

Free Geographic Selects Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

Free Demographic Selects Free demographic selects include Gender, Job Function (healthcare practitioner or healthcare management); no charge.

Free Key Coding and A/B Splits Free key coding and A/B splits are available upon request; no charge.

Format Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

Shipping/Availability Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

Quality/Hygiene This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

Update Frequency Monthly on the last business day of the month; approx. 15,000 new records per month.

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