

# American Medical Association Physicians

From Direct Medical Data



**848,600 Physicians**  
**72,200 Medical Students**

Direct Medical Data offers direct marketers access to **AMA**—the premier association of the medical profession. The organization is committed to assisting doctors and patients by uniting physicians nationwide to work on the most important professional and public health issues. The American Medical Association’s Physicians Masterfile is comprised of both members and non-members and is the most complete, accurate list of MD’s available.

**Source:** American Medical Association Physicians Masterfile.

**Updates Weekly**

## Pricing

150,001+.....	\$20.00/M
100,001-150,000 .....	\$30.00/M
60,000-100,000 .....	\$40.00/M
30,001-60,000 .....	\$50.00/M
15,001-30,000 .....	\$60.00/M
5,001-15,000 .....	\$75.00/M

## 2010 AMA Royalty Fees

Mail only.....	\$21.25/M
*Board Certification/ABMS.....	\$2.55/M
Mail only- CME .....	\$14.25/M
*Board Certification /ABMS-CME.....	\$1.71/M
*License State.....	\$5.00/M
Telemarketing Only .....	\$24.25/M
Telemarketing Only- CME.....	\$17.25/M
Telemarketing Follow Up .....	\$12.25/M
Fax Numbers.....	\$170.00/M

*\*Additional AMA Royalties*

## Selections

Prescribing Class .....	\$138.00/M (\$850.00 Min)
Product Level Data .....	\$170.00/M (\$900.00 Min)
Fax Numbers.....	\$75.00/M
Phone Numbers.....	\$40.00/M

**Additional Selections (continued)**

- |                                 |                             |
|---------------------------------|-----------------------------|
| Education/Certification         | Hospital Affiliation        |
| Medical School Attended         | Primary/Secondary Specialty |
| Year of Graduation              | Present Employment          |
| Current Medical Training Status | Type of Practice            |
| *Board Certification            | State/SCF/Zip               |
| Date of Birth                   | Market/Therapeutic Class    |
| Residents                       | Product Info Preference     |
| Gender                          | Prescription Volume         |
| Type of Address                 |                             |
| *State of Licensure             |                             |

*\*Additional AMA Royalties apply*

**File Delivery**

Email/FTP/..... \$75.00

**Minimum Order Quantity**

5,000 records or \$375.00 *(Plus applicable royalties)*

**Terms and Conditions**

Sample mail piece and list use agreement required. Orders cancelled after processing will be billed at \$10/M (\$100 minimum) plus applicable media and shipping charges.

**Annual Database Lease Agreements Available – Please inquire!**