

# Consumer Ailment Sufferers Database

*From Direct Medical Data*



**Ailment Sufferers @ Postal Address \$200/M**

**Ailment Sufferers @ Postal Address w/ Phone Number \$225//M**

**Ailment Sufferers @ Email Address \$300/M**

**Direct Medical Data** offers direct marketers access to consumers who have responded to a comprehensive on-line survey reporting the ailments that they or someone within their household suffers from and the medications they are using for treatment. Selections include type of ailment, gender, age, education, marital status, income, occupation, homeowner, length of residence, presence of children.

**Source:** Derived from direct response e-mail marketing on wfsDirect website driven by merchant specific offers. **Updates Quarterly**

## **Ailment Selections ( one ailment select included in base rate)**

ADHD	Glaucoma	Migraines
Allergies	Hair Loss/Baldness	Multiple Sclerosis
Alzheimers	Headaches	Obesity
Arthritis	Hearing Impaired	Osteoporosis
Asthma	Heart Attack	Parkinson's Disease
Athletes Foot	Heartburn/Acid	Psoriasis
Bronchitis	Heart Disease	Rheumatoid Arthritis
Back Pain	High Blood Pressure	Rosacea
Clinical Depression	High Cholesterol	Spinal Cord Injury
Contact Lenses	Hyperthyroidism	Ulcers
Diabetes	Impotence/ED	Use Wheelchair
Eczema	Insomnia	...and more
Emphysema	Irritable Bowel Syndrome	
Epilepsy	Indigestion	

1<sup>st</sup> Additional Ailment \$12.00/M

2<sup>nd</sup> Additional Ailment \$7.00/M

Geo Select \$7.00/M

Monthly Hotline \$35.00/M

## **Output Formats**

Email/CD/Diskette ..... \$50.00

**Minimum Order Quantity:** Postal/Postal w/ Phone: 3,000 records; Email: 4,000 records

## **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.