

Wolters Kluwer Health Source Power Profiler

From Direct Medical Data



Direct Medical Data offers direct marketers access to physicians by their prescribing history through the **Wolters Kluwer Prescribing Data** file. **Wolters Kluwer** is a leading provider of information to professionals and students in the medical, nursing, allied health and pharmaceutical industries. When a physician needs accurate, timely information to make a diagnosis or determine a treatment plan, they know they can rely on the information **Wolters Kluwer** provides. The data is collected from over 35,000 pharmacies quarterly with a database of over 2.8 billion prescriptions.

Selections

- Specialty
- Therapeutic Class
- Product Usage
- Prescriptions Quantified in deciles
- State/SCF/Zip
- Age

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 (\$375.00 Minimum)

Therapeutic Class Level Pricing

Direct Mail & Telemarketing.....	\$138.00/M (\$850.00 Minimum)
CME Direct Mail & Telemarketing	\$105.00/M (\$500.00 Minimum)
Publishers.....	\$80.00/M (\$825.00 Minimum)

Individual Product Level Pricing

Direct Mail & Telemarketing.....	\$170.00/M (\$900.00 Minimum)
CME Direct Mail & Telemarketing	\$170.00/M (\$500.00 Minimum)
Publishers.....	\$96.00/M (\$825.00 Minimum)

2010 AMA Royalty Fees

Mail only.....	\$21.25/M
Mail only CME (Category I or II).....	\$14.25/M
Telemarketing Only	\$24.25/M
Telemarketing Only CME (Category I or II)	\$17.25/M
Telemarketing Follow Up	\$12.25/M
Fax Numbers.....	\$170.00/M

Output Formats

Email/FTP/CD ROM/DISKETTE.....	\$75.00
PS Labels.....	\$10.00/M
4-up Cheshire Labels	N/C

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.