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For Immediate Release

**New, Enhanced Dental Professional
E-Mail Databases Available from Direct Medical Data, LLC**

-- Supplies Direct Marketers Easier Access to Dentists--

DES PLAINES, IL, July 10, 2007 – Direct Medical Data (DMD), a healthcare information company that specializes in making direct marketing campaigns more effective for healthcare marketers of all sizes, has expanded its product offerings with an e-mail database that includes nearly 50,000 dentists.

This newly expanded file allows direct marketers e-mail access to those dentists who have chosen to receive healthcare-related and career relevant information via the internet. The databases can be customized using a variety of selection criteria, such as dental school attended, graduation year, gender and age. The e-mail databases are CAN/SPAM compliant, and are continually updated to ensure that marketers have access to the most current data available.

“Whether you’re planning a new campaign, or gearing up to supply a new support or fulfillment function, the results you get, to a large degree, depend on the quality and completeness of the data you use as input,” explains Norm Swanson, DMD Partner.

DMD links original data to value-added, propriety data compiled through the many strategic partnerships the company has developed over the years. “This allows DMD to create a list that is not available anywhere else in the marketplace,” says Swanson.

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The enhanced database is an excellent channel for announcing new products, continuing education programs, market research, professional publications, equipment and supplies, recruiting and more.

DMD offers more than 50 additional healthcare marketing databases. For more information, visit www.DMDdata.com or call (847) 813-1170.

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About Direct Medical Data, LLC

Founded in 2001, Direct Medical Data (DMD) provides comprehensive, accurate and updated medical and healthcare provider files to meet the needs of marketers. In addition to providing targeted data for sales and marketing programs, the Des Plaines, Ill.-based company is a premier source for a broad range of healthcare marketing solutions. DMD helps clients use data more effectively and efficiently through its industry-leading data integration services, such as merge/purge, list hygiene, standardization and postal presort.