



Contact:
Robin Barnes
rbarnes@DMDdata.com
or
Susan Duensing, CBC
susan@rrelevant.com

For Immediate Release

Newly Updated for 2008:
Expanded Physician E Mail Contacts from Direct Medical Data

Unique and Multiple Location Contacts from AMA and Proprietary Database

DES PLAINES, IL, June 2, 2008 – Direct Medical Data, LLC (DMD) announces the availability of its newly-built, national email database of physicians to healthcare industry direct marketers.

Linked to the American Medical Association's database of physicians and DMD's own proprietary research, the new DMD data file is 35 percent larger than its previous contact database, giving marketers access to more physicians than ever before:

- **530,000 unique physician** email addresses; and,
- **747,000 multiple location physician** e mail addresses.

Because many physicians provide services at more than one location – such as a private office, group practice, and hospital – DMD's database makes it possible to choose how to reach them, either at one or multiple locations. Marketers can also select data by region, primary and secondary physician specialty, prescribing data and many other criteria.

In addition to qualified data, DMD supports marketers with streamlined broadcast services. Experienced account teams work with clients to determine the optimal data solution, and help design an effective campaign.

The company's services are further enhanced by its sophisticated email software system, providing:

- Registered web domains to ensure message delivery;
- Payment only for confirmed delivered messages;
- Detailed tracking reports to monitor campaign success; and,
- Opt-out services including file maintenance.

Data integrity is a priority at DMD, a fact that is valued by healthcare marketers that depend on validated contact information. The company augments information originally sourced from several professional organizations with proprietary data obtained through its strategic partnerships and its own healthcare research team. The team regularly collects, verifies and updates DMD's databases through telephone interviews, faxes, and surveys – resulting in comprehensive, current contact lists that are not available from other sources.

The expanded physician database is an excellent channel for announcing events, new products, continuing education programs, market research, medical publications, medical equipment and supplies, recruiting and more.

DMD offers more than 50 additional healthcare marketing databases. All email databases are CAN/SPAM compliant. For more information, visit www.DMDdata.com or call (847) 813-1170.

#

About Direct Medical Data, LLC

Founded in 2001, Direct Medical Data (DMD) provides comprehensive, accurate and updated medical and healthcare provider data to meet the needs of direct 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. For further details, visit www.DMDdata.com.