



## **Direct Medical Data Inaugurates New Structure, Expands Senior Management Team**

*Company Now Known as DMD*

Rosemont, Ill., May 16, 2011 -- Direct Medical Data, a national leader in connecting health care markets through comprehensive target-audience deployment services, today announced that it has completed an 18-month project to redesign the company and expand its senior management team to provide new consultative services based on the expanding needs of essential health care industry sectors.

As part of the reorganization, the company also has changed its corporate identity to DMD and moved to new headquarters in the O'Hare International Corporate Center in Rosemont, Ill.

DMD, well known for its outstanding relationships with the nation's largest medical publishers and a licensee of the American Medical Association Physician Practice Database (AMA PPD) for more than 50 years, has achieved a 62% market share in uses of the AMA PPD in the medical publishing market in the last 18 months. DMD manages circulation and email database services annually to four million health care professionals (HCPs) on behalf of more than 700 medical publication issues, and its email database is deployed for more than 10 million communications to HCPs on behalf of medical publishers. In serving the emerging needs of the medical publishing industry, DMD has created the foundation to reach out directly to health care industry sectors for the first time.

### **Reorganized Around Industry Segments**

Today, DMD announced that it has reorganized its organization to focus primarily on three industry sectors:

- Top-tier medical publishers
- World-class pharmaceutical companies and the communications agencies that serve them
- Health care delivery systems and their HCPs

In addition to the new focus of providing consultative services to these three industry segments, DMD will continue to serve existing and new clients in allied health fields that seek strategic and cost-effective ways to connect with their target audiences.

“Through years of hard work and client focus, we have become the go-to provider for the leading medical publishers, and we will continue to build upon that franchise,” said DMD President Roger Korman, Ph.D., a health care data management expert with more than three decades of experience in the field. “In the past year, we have hired six senior professionals from the fields of publishing, pharmaceuticals and health care delivery services so that we can engage our primary customer segments with the proper level of expertise.

“Second, we have aligned our client service and deployment teams to help clients navigate the rapidly changing world of direct marketing to deliver the right messages to the right HCPs at the right time.

“And third, we are bringing to market innovative services and creating new relationships amongst our customers to enable all entities within the health care marketplace to connect with each other through audience-specific communications.

“The world of direct marketing is becoming more complex every day,” Dr. Korman said. “Email is no longer ‘easy mail,’ so we must engage our clients at a much deeper level than ever before, to understand their strategic intent, and then craft the appropriate means to reach their audiences. Our new senior-level professionals offer the breadth and depth of experience necessary to consult with clients in their language, to fully understand their goals and objectives, and to offer leading-edge strategies and tactics that will contribute to our clients’ success. In the past 18 months, we have elevated the quality of our databases, our technology, and our personnel to anticipate and meet the emerging demands of our customers.”

### **About DMD**

DMD is a national leader in connecting health care markets through comprehensive target-audience deployment services. DMD provides unique direct communication solutions to clients in the medical publishing, pharmaceutical marketing, medical advertising, health delivery system and allied health sectors. With innovative technology and outstanding consultative services, DMD enables its clients to create millions of connections annually with their targeted health care professionals.

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