

Healthcare Insights Medical Practice Locator

Published by SmartSource Media, LLC, Healthcare Insight's Medical Practice Locator direct marketing database offers the medical marketing community a clear vision into a complex world of medical practice settings. Reach verified medical practices by primary specialty, group practice size and more. Unlike other medical databases this file is updated continuously, ensuring accurate deliverability. Begin increasing response rates today by calling your representative for updated counts and pricing. Data licensing agreements available to qualified mailers only.

MEDIA TYPE

Business



SOURCE

Multi-Sourced

GEOGRAPHY

USA

MAINTENANCE

Market Entry	02/11/2010
New to Manager	01/01/2009
Counts Through	01/02/2012

DATA CARD MAINTENANCE

New To System	02/11/2010
Last Update	01/02/2012
Next Update	03/30/2012
Update Frequency	QUARTERLY

SEGMENTS

347,788	Total Universe / Universe Rate	\$95.00/M
347,788	Medical Practices by Specialty	\$15.00/M
347,788	Group Practice Size	\$15.00/M
1	*email available by specialty	\$500.00/M

DESCRIPTION

Counts are subject to change with each update.

Medical Practice by Specialty	Count	Medical Practice by Specialty	Count
Acupuncture	5,439	Obstetrician/Gynecologist	16,854
Addiction Medicine	1,286	Occupational Medicine	2,390
Adolescent Medicine	7,686	Oncology	697
Aerospace Medicine	350	Ophthalmology	11,237
Allergy	959	Optometry	20,557
Allergy/Immunology	2,821	Orthopedic Foot & Ankle	3,142
Anesthesiology	9,467	Orthopedic Reconstructive Surgery	299
Audiologist	32	Orthopedic Spine Surgeon	1,286
Bariatrician	741	Orthopedic Surgery	8,116
Cardiac Electrophysiology	233	Osteopathy	930
Cardiology	10,536	Other Specialty	561
Chiropractic	36,803	Otorhinolaryngology	2,799
Clinical Laboratory Immunology	32	Pain Management	3,550
Clinical Pathology	721	Pathology	5,136
Colon/Rectal Surgery	1,043	Pediatric Allergy	183
Critical Care	1,543	Pediatric Cardiology	698
Cytopathology	285	Pediatric Critical Care	417
Dermatology	7,522	Pediatric Emergency Medicine	377
Dermatopathology	380	Pediatric Endocrinology	461
Diabetes Specialty	1,091	Pediatric Gastroenterology	461
Diagnostic Radiology	7,608	Pediatric Hematology/Oncology	506
Emergency Medical Tech	40	Pediatric Internal Medicine	489
Emergency Medicine	10,516	Pediatric Neurology	558
Endocrinology	3,207	Pediatric Ophthalmology	381
Endovascular Surgical Neuroradiology	13	Pediatric Psychiatry	2,555
Family Practice	48,124	Pediatric Pulmonology	338

Gastroenterology	6,598	Pediatric Radiology	195
General Practice	8,027	Pediatric Surgery	289
General Surgery	11,000	Pediatrics	17,855
Genetics	584	Perinatal	143
Geriatrics	3,755	Physical Medicine/Rehab	4,502
Gynecology	3,400	Plastic Surgery	5,374
Gynecology Oncology	569	Podiatry	10,508
Hand Surgery	2,147	Preventive Medicine	1,199
Head and Neck Surgery	3,308	Psychiatry	22,224
Hematology	632	Psychology	9,351
Hematology/Oncology	4,702	Pulmonary Critical Care	674
Hepatology	518	Pulmonology	4,025
Holistic Medicine	331	Radiation Oncology	2,308
Hospitalist	1,800	Radiology	3,309
Immunology	88	Reproductive Endocrinology	651
Infectious Disease	3,491	Rheumatology	3,141
Internal Medicine	45,106	Sleep Medicine	1,586
Interventional Cardiology	433	Sports Medicine	4,692
Legal Medicine	560	Surgical Oncology	387
Medical Oncology	568	Thoracic Surgery	1,107
Medical Toxicology	65	Transplant Surgery	411
Neonatology	675	Trauma Surgery	505
Nephrology	4,259	Urgent Care	1,044
Neurology	7,187	Urology	5,709
Neuroradiology	656	Vascular & Interventional Radiology	575
Neurosurgery	2,628	Vascular Surgery	3,046
Nuclear Cardiology	67		
Nuclear Medicine	565		
Nutrition	75		

SELECTS

COUNTY	\$15.00/M
FAX NUMBERS	\$65.00/M
PHONE NUMBER	\$35.00/M
PRACTICE SIZE	\$15.00/M
SCF	\$15.00/M
Specialty	\$15.00/M
STATE	\$10.00/M
ZIP	\$15.00/M

UNIT OF SALE

Unit of sale information is not available

GENDER

Male	50%
Female	50%

AVERAGE INCOME

Value not available

MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$475.00

NET NAME ARRANGEMENTS

Net Name is not allowed

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION

Charges \$150.00/F

KEY CODING

Key Coding is available
Charges \$5.00/M

ADDRESSING

EMAIL DELIVERY	\$50.00/F
CARRIER ROUTE PRESORT	
Email Set Up	\$100.00/F
CASS CERT POSTAL PRESORT	
Email Suppression (opt out scrub)	\$150.00/F

SPECIAL INSTRUCTIONS

Cancellations will not be accepted after file delivery.
List rental is for one time use unless specified

otherwise. Data licensing and quarterly updates are available call for pricing.

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