

MEDICAL & HEALTH INFORMATION DIRECTORY

Gale's *Medical & Health Information Directory* is a comprehensive guide to organizations, agencies, institutions, services and information sources in medicine and health-related fields.



- ◆ With a direct marketing list from the *Medical & Health Information Directory*, you can reach professionals at organizations such as:
 - ◆ Dental Care Plans
 - ◆ Community & Migrant Health Centers
 - ◆ Cystic Fibrosis Centers
 - ◆ Career Programs
 - ◆ Libraries & Information Centers
 - ◆ Pharmaceutical & Related Healthcare

The *Medical & Health Information Directory* is updated regularly. Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 83,453

Postal Price: \$110/M

E-list Size: 17,330

E-list Price: \$370/M

SELECTIONS (ADDITIONAL COST / M)

| | |
|-------------------------|---------|
| Canadian Names | \$20/M |
| Company Name Match/Omit | \$50/M |
| Employee Size | \$20/M |
| Geographic Analysis | \$10/M |
| International Names | \$250/M |
| Organization Type | \$20/M |
| Sales Volume | \$20/M |
| SIC/NAICS Code | \$20/M |
| Telephone Numbers | \$30/M |

SEE ALSO

American Men & Women of Science
 DecisionMaker® Medical Marketplace Database
 DecisionMaker® Research/Laboratory Database
 Encyclopedia of Medical Organizations & Agencies
 Nurse Respondent Database

Multi-Channel Pricing

| | |
|-------------------------------|---------|
| Mailing/Telemarketing: | \$210/M |
| Mailing/E-Mail: | \$470/M |
| E-Mail/Telemarketing: | \$495/M |
| Mailing/E-Mail/Telemarketing: | \$570/M |

*Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.*

GEOGRAPHIC ANALYSIS

| State | SCF | Individuals |
|----------------------------|--------------|---------------|
| ME | 039-049 | 595 |
| NH | 030-038 | 384 |
| VT | 050-059 | 293 |
| MA | 010-027 | 2,319 |
| RI | 028-029 | 351 |
| CT | 060-069 | 1,229 |
| New England | 6.2% | 5,171 |
| NY | 100-149 | 5,762 |
| NJ | 070-089 | 2,042 |
| PA | 150-196 | 3,568 |
| Middle Atlantic | 13.6% | 11,372 |
| OH | 430-458 | 2,654 |
| IN | 460-479 | 1,612 |
| IL | 600-629 | 3,881 |
| MI | 480-499 | 2,510 |
| WI | 530-549 | 1,380 |
| East North Central | 14.4% | 12,037 |
| MN | 550-567 | 1,416 |
| IA | 500-528 | 852 |
| MO | 630-658 | 1,481 |
| ND | 580-588 | 285 |
| SD | 570-577 | 331 |
| NE | 680-693 | 597 |
| KS | 660-679 | 795 |
| West North Central | 6.9% | 5,757 |
| DE | 197-199 | 308 |
| MD | 206-219 | 3,949 |
| DC | 200-205 | 1,863 |
| VA | 220-246 | 1,743 |
| WV | 247-268 | 521 |
| NC | 270-289 | 1,773 |
| SC | 290-299 | 719 |
| GA | 300-319 | 2,023 |
| FL | 320-349 | 3,257 |
| South Atlantic | 19.4% | 16,156 |
| KY | 400-427 | 1,121 |
| TN | 370-385 | 1,274 |
| AL | 350-369 | 1,249 |
| MS | 386-397 | 602 |
| East South Central | 5.1% | 4,246 |
| AR | 716-729 | 622 |
| LA | 700-714 | 1,012 |
| OK | 730-749 | 812 |
| TX | 750-799 | 3,459 |
| West South Central | 7.1% | 5,905 |
| MT | 590-599 | 337 |
| ID | 832-838 | 350 |
| WY | 820-831 | 241 |
| CO | 800-816 | 1,489 |
| NM | 870-884 | 476 |
| AZ | 850-865 | 1,121 |
| UT | 840-847 | 509 |
| NV | 889-898 | 351 |
| Mountain | 5.8% | 4,874 |
| AK | 995-999 | 265 |
| WA | 980-994 | 1,470 |
| OR | 970-979 | 902 |
| CA | 900-961 | 7,360 |
| HI | 967-968 | 414 |
| Pacific | 12.5% | 10,411 |
| United States | 90.9% | 75,929 |
| U.S. Territories | 0.3% | 228 |
| Canada | 2.8% | 2,323 |
| Mexico | 0.03% | 28 |
| Other International | 5.9% | 4,945 |
| APO/FPO | 0% | 0 |
| Total | 100% | 83,453 |

| ORGANIZATION TYPE | Postal | Email | EMPLOYEE SIZE | Postal | Email |
|---|--------|-------|-------------------------------|--------|-------|
| Abstracting & Indexing Services | 86 | 19 | Less than 20 | 19,870 | 3,783 |
| AIDS Programs | 107 | 61 | 20-49 | 4,667 | 738 |
| ALS Clinics | 29 | - | 50-99 | 2,717 | 569 |
| Arthritis & Musculoskeletal Diseases Center | 26 | - | 100-249 | 2,143 | 478 |
| Commercial Insurance Companies | 1,392 | - | 250-499 | 1,377 | 283 |
| Consultants & Consulting Organizations | 1,389 | 466 | 500-999 | 2,560 | 663 |
| Dental Care Plans | 37 | - | More than 1,000 | 11,277 | 3,765 |
| Family Planning Services | 135 | 22 | SALES VOLUME | Postal | Email |
| Federal Domestic Assistance Programs | 137 | 49 | Less than \$1 Million | 21,501 | 4,373 |
| Federal Government Agencies | 131 | 71 | \$1 Million to \$9 Million | 9,861 | 2,072 |
| Foundations & other Funding Organization | 2,166 | 594 | \$10 Million to \$49 Million | 2,320 | 639 |
| Genetic Services Centers | 129 | 73 | \$50 Million to \$249 Million | 2,787 | 726 |
| Headache Clinics | 23 | - | \$250 Million to \$1 Billion | 1,535 | 464 |
| Hemophilia Centers | 149 | 90 | More than \$1 Billion | 2,956 | 834 |
| Home Health Care Agencies | 3,302 | 410 | | | |
| Hospices | 2,458 | 252 | | | |
| Hospital Management Companies | 65 | - | | | |
| In Vitro Fertilization Clinics | 255 | 39 | | | |
| Journals & Magazines | 2,227 | 395 | | | |
| Kidney Dialysis & Transplant Services | 4,682 | 180 | | | |
| Managed Health Care Organizations | 958 | 13 | | | |
| Medical & Allied Health Schools | 3,796 | 2,698 | | | |
| Mental Health Services | 5,374 | 273 | | | |
| Multiple Sclerosis Centers & Clinics | 185 | - | | | |
| Muscular Dystrophy Clinics | 165 | 34 | | | |
| National & International Organizations | 8,313 | 2,036 | | | |
| Newsletters | 1,140 | 194 | | | |
| Pharmaceutical & Related Healthcare Companies | 1,063 | 209 | | | |
| Sports Medicine Clinics | 1,043 | 36 | | | |
| State & Regional Organizations | 3,968 | 1,476 | | | |
| State Government Agencies | 993 | 451 | | | |
| Substance Abuse Services | 10,309 | 49 | | | |
| Suicide Prevention & Crisis Intervention | 587 | 44 | | | |
| Veterans Services | 579 | - | | | |

Source: Publisher's own data
 ‡ Call a DM2 Account Executive
 for the latest counts.