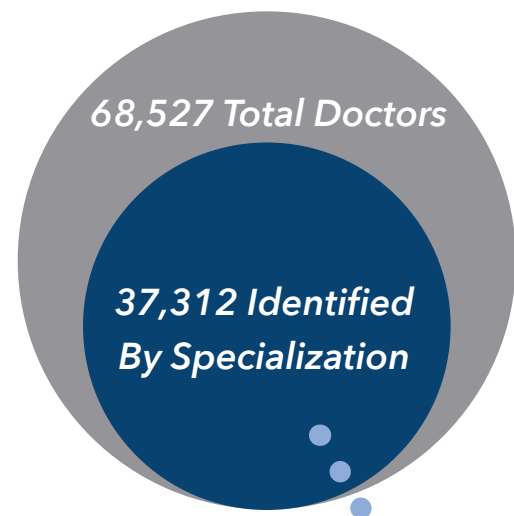


THE DOCTOR IS IN

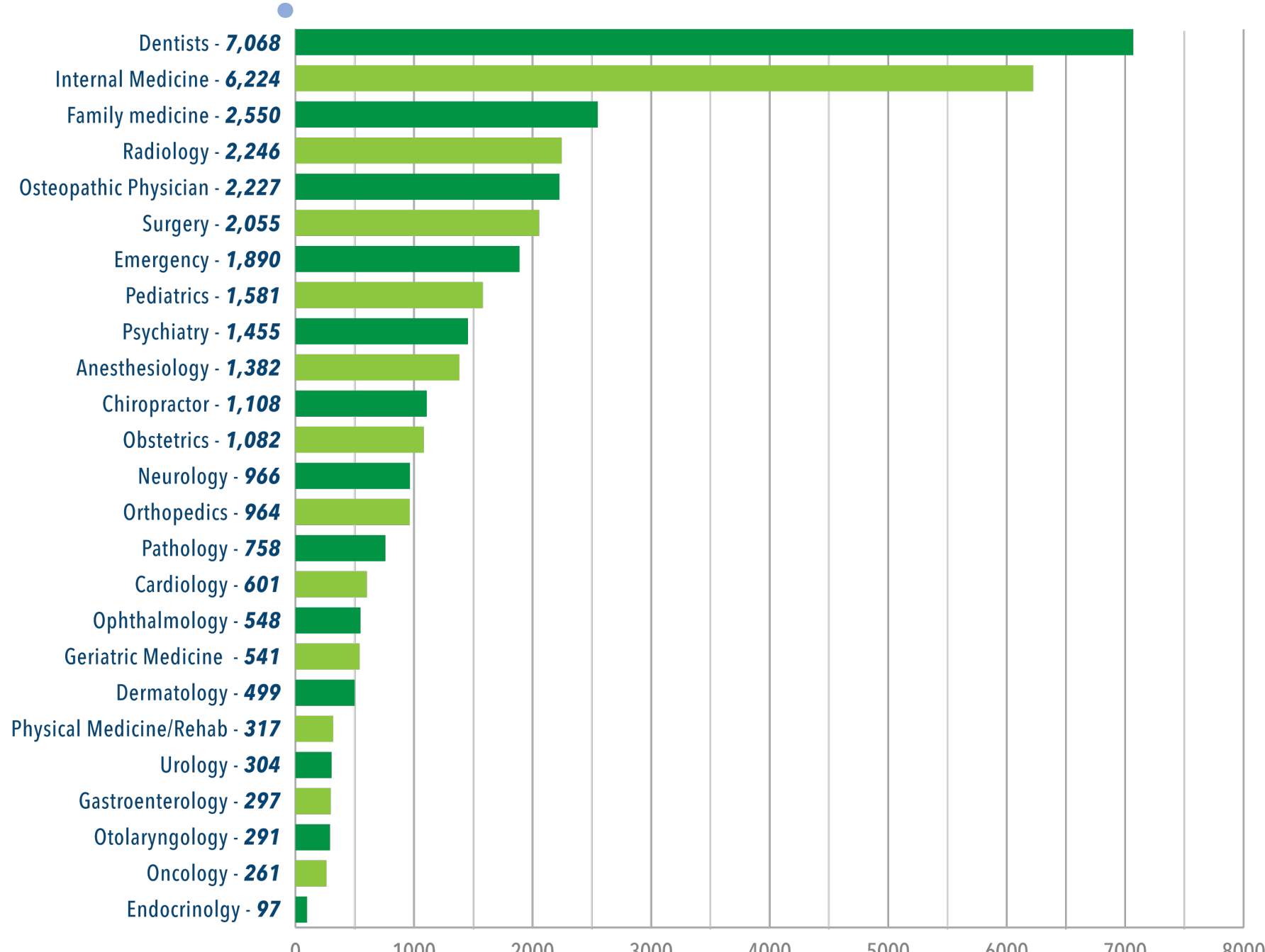
REACH DOCTORS WHO MEAN BUSINESS

Medical professionals span a range of specializations, from neurology to dentistry, to physical medicine & rehabilitation. They are the gatekeepers to the pharmaceuticals, medical devices, and technologies that drive health care. The estimated total of \$3.8 Trillion¹ in health care expenditures for 2019 is projected to rise to \$6 Trillion by 2027 and 19.4% of GDP.



Now COVID-19 has affected everyone involved with healthcare, from spikes in ER and ICU demand, to medical supply chains being stressed. Meanwhile everyone is waiting for a vaccine as the country lurches from locking down to opening up.

Marketing to them is more challenging than ever. Our database of doctors contains 68,527 records. All include key contact data that is the prescription for marketing success. Listed below are those that can be targeted and reached by specialty:



THE HOTTEST SPECIALIZATIONS

Smart marketers follow growth. The number of health care providers by specialty shown above is a snapshot in time. Following are the top 10 most in demand specialties according to a recent study².

1. Geriatrics +164%
2. Urology +49%
3. Oncology +45%
4. Hematology +39%
5. Obstetrics & Gynecology +31%
6. Gastroenterology +27%
7. Occupational Medicine +26%
8. Endocrinology +25%
9. Neurosurgery +25%
10. Cardiology +23%

By the year 2034, there will be more U.S. citizens over the age of 65 than those under the age of 18. - U.S. Census Bureau³

Each of these practice areas has particular requirements, and therefore cost factors, for providing care. It is incumbent on medical marketers to ensure products and services are precisely targeted to the special needs of each one. All operate under the same mandate for medical excellence and operational efficiency. As societal needs evolve, fulfilling the growth prospects for a specialty becomes a partnership between industry and the medical profession.

HELP THEM MAKE THE RIGHT CHOICES

By some estimates, it costs as much as \$100,000⁴ to open a medical office. As with any new business, planning and preparation are crucial. Practical, informed choices must be made for every aspect of practice establishment. Below are some major considerations facing anyone opening a private practice. Exciting marketing opportunities for proactive brokers, bankers, attorneys, insurance agents, HR/staffing agencies, device suppliers, pharmaceutical reps, advertising services and more come into focus.

- Financing** - Traditional banks (lower rates), Small Bus. Admin. (slower process), Alternative Lenders (highest rates)
- Office Real Estate** - The most significant decision is whether to rent or buy
- Employees** - Registered Nurse, Medical Assistants, Clerical Staff
- Medical Devices** - Heart Monitor, Blood Pressure Monitor, Stethoscopes/Otoscopes & More
- Insurance** - Malpractice/Liability, Staff Health Benefits, Compliance & Licensure Fees
- Software** - Electronic Health Records, Medical Health Records, Payment/Billing, Practice Management System

In 2019, the top 20 pharmaceutical companies generated \$672.3 billion⁵ in revenue. The global medical devices market size is expected to reach \$612.7 billion⁶ by 2025.

THE IMPACT OF VALUE-BASED MEDICINE

Value Based Medicine (VBM)⁷ is re-shaping how the life science industries interact with providers and payers. It's about accountability. Value Based Payment (VBP)⁸ and Value Based Contracts⁹ (VBC) are working to instill standards of care across the medical profession while constantly re-calibrating in favor of positive results.

With VBM outcomes outweigh output. Data-driven evidence eclipses the educated guess. Electronic medical records¹⁰ (EHR) and digital therapeutic solutions¹¹ (DTx) promote efficiency, inform care decisions, and improve patient outcomes, helping health care providers and institutions make prudent investments.

YOU NEED MEDICAL ATTENTION

The relationship medical industry reps had with doctors was often personal, even cozy. Trade and DTC ads laid the groundwork for the personal sales call. In 2008, 80% of health care professionals were accessible to reps. By 2017 that number was less than half¹². Moreover, individual practices are declining in number. Groups are growing. The latest figures show 44%¹³ of physicians are employed by hospitals or health care systems, a number that is increasing.

Reaching busy doctors means treating each as a market of one. Personalized, multi-channel campaigns using phone, email, and digital media open doors both real and virtual. Quality data is essential to reach with this elusive audience.



MORE THAN EVER, DOCTORS ARE EMPLOYEES: 44%¹³ work for hospitals or health care systems, extending a long trend.

MAILINGLISTS.COM MEANS BUSINESS

For over 25 years Mailinglists.com has provided fresh, accurate marketing data to reach health care professionals. Our goal is to connect these high value professionals with the products and service providers they need to perform their vital function in our society.

Our relationship with Dun & Bradstreet allows us to offer our complete medical database at favorable prices with impeccable attention to detail. If you see yourself as offering any of the many "must haves" that physicians, dentists and specialists need to succeed, we can help you reach your audience.

Learn more about the data services we offer that enable agile marketers to reach health care professionals nationwide, affordably and efficiently.

¹ <https://www.cms.gov/Research-Statistics-Data-and-Systems/Statistics-Trends-and-Reports/NationalHealthExpendData/Downloads/ForecastSummary.pdf>
² <https://blog.doximity.com/articles/10-fastest-growing-specialties>
³ <https://www.census.gov/library/visualizations/2018/comm/historic-first.html>
⁴ <https://www.businessnewsdaily.com/8910-opening-a-medical-practice.html>
⁵ <https://www.pharmashots.com/31711/top-20-biopharma-companies-based-on-2019-total-revenue/>
⁶ <https://www.fortunebusinessinsights.com/industry-reports/medical-devices-market-100085>
⁷ <https://my.clevelandclinic.org/health/articles/15938-value-based-care>
⁸ <https://www.aafp.org/about/policies/all/value-based-payment.html>
⁹ <https://www.npcnow.org/issues/access/provider-reimbursement/risk-sharing-agreements>
¹⁰ <https://www.healthit.gov/faq/what-electronic-health-record-ehr>
¹¹ <https://dtxalliance.org/dtx-solutions/>
¹² <https://www.bluenovius.com/healthcare-marketing/pharma-sales-reps-struggling/>
¹³ <http://www.physiciansadvocacyinstitute.org/PAI-Research/Physician-Employment>