



## COMPLETE MEDICAL'S PHARMACIES AND PHARMACISTS AT WORK – 164,712

This comprehensive database allows marketers to reach every type of pharmacy and their pharmacists. This includes chains, single locations, hospital pharmacies and more. The file is **updated monthly** and guaranteed 99% deliverable. These key executives are excellent prospects for continuing education, seminars, new products, displays, financial offers, recalls and warnings, gifts and much more!

Telephone numbers are available on 100% of the pharmacist records. Fax numbers are available on 97% of the pharmacist records.

### Key Segments

164,712	Total Pharmacists	\$95.00 /M
118,848	Total Retail Pharmacists	+ \$5.00/M
55,585	Total Institutional Pharmacists	+ \$5.00/M

### Segment Profile

Pharmacists at work address are selectable by type of pharmacy, job function, gender, institution type, number of stores in chain, pharmacy monthly prescription volume, fax numbers and phone numbers.

### Additional Segments

	<b>By Type of Pharmacy</b>	+5.00/M
	<i>Sites</i>	<i>Pharmacists</i>
<b>Retail (TOTAL)</b>	<b>51,356</b>	<b>119,776</b>
Independent	16,996	36,845
Chain	33,749	81,266
	<i>Sites</i>	<i>Pharmacists</i>
<b>Institutional (TOTAL)</b>	<b>12,364</b>	<b>56,254</b>
Hospital	6,318	39,201
Nursing Home/Supply	1,913	5,546
Home Infusion	1,109	3,136
HMO	653	3,066
Gov't/Military/Clinic/Other	1,337	3,451
	<b>By Monthly Prescription Volume</b>	+15.00/M
1-999	926	
1,000-2,499	10,909	
2,500-4,999	22,994	
5,000-7,499	10,667	
7,500-9,999	5,734	
10,000+	7,818	



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	<b>By Job function</b>		+5.00/M
	<i>Retail</i>	<i>Institutional</i>	<i>TOTAL</i>
Chief Pharmacist	3,855	6,591	40,446
Staff Pharmacist	59,621	37,734	97,355
Consulting/Dispensing	11	148	159
Pharmacy Owners	11,832	1,184	13,016
Assistant/Associate Director	285	438	723
Clinical Pharmacist	2	3,153	3,155
Managers/Supervisors	33,539	5,808	39,347

**Selection Charges**

Base Minimum	5,000 Names	Retail/Institution	\$5/M	Key Code	\$2/M
Phone Numbers	\$50/M	Chain/Independent	\$5/M	P/S Labels	\$8/M
Fax Number	\$60/M	Institution Type	\$5/M	Email/FTP	\$75/F
Prescription Volume	\$15/M	# Stores in Chain	\$5/M	Diskette	\$65/F
Job Function	\$5/M	Geography	\$5/M	CD Rom	\$85/F
Gender	\$5/M				
E-mail Addresses	Inquire				

**Commissions**

Broker: 20%

**Cancellations**

Charges: \$8/M, \$50 Minimum

**Net Name**

Net: 85%  
Min. Qty: 50,000  
Run Charges: \$10/M

**Terms & Conditions**

Allow 1-3 working days to process order. Payment due 30 days from mail date. Cancellations after mail date are fully due. Net name arrangements negotiable. 20% commission to authorized brokers on base rate. Unlimited usage, 2x base/minimum plus selection and output material charges.

**Contacts**

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