

# Medical Specialists Database



The *Medical Specialists Database* is a terrific source for reaching over 375,000 physicians. Including selectable information such as age, medical school, type of practice and specialty, this list is perfect for reaching doctors for a wide variety of offers.

- ◆ Reach physicians with specialties such as:
  - ◆ Anesthesiology
  - ◆ Internal Medicine
  - ◆ Obstetrics & Gynecology
  - ◆ Pediatrics
  - ◆ Psychiatry & Neurology
  - ◆ And More!
- ◆ *Medical Specialists Database* is excellent for promoting:
  - ◆ Seminars
  - ◆ Medical Supplies
  - ◆ Journal Subscriptions
  - ◆ Office Supplies
  - ◆ Credit Cards
  - ◆ Travel Offers
  - ◆ Luxury Items
  - ◆ Magazines

*Medical Specialists Database* is updated regularly. Contact a DM2 Account Executive for up-to-the-minute counts.

## GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	1,715
NH	030-038	1,593
VT	050-059	878
MA	010-027	12,659
RI	028-029	1,727
CT	060-069	6,541
<b>New England</b>		<b>6.7%</b> <b>25,113</b>
NY	100-149	33,648
NJ	070-089	12,846
PA	150-196	17,502
<b>Middle Atlantic</b>		<b>17.1%</b> <b>63,996</b>
OH	430-458	13,936
IN	460-479	6,547
IL	600-629	15,410
MI	480-499	10,740
WI	530-549	7,072
<b>East North Central</b>		<b>14.3%</b> <b>53,705</b>
MN	550-567	6,889
IA	500-528	2,828
MO	630-658	6,202
ND	580-588	765
SD	570-577	853
NE	680-693	2,058
KS	660-679	3,072
<b>West North Central</b>		<b>6.0%</b> <b>22,667</b>
DE	197-199	935
MD	206-219	9,996
DC	200-205	2,246
VA	220-246	9,034
WV	247-268	1,861
NC	270-289	9,903
SC	290-299	4,290
GA	300-319	8,365
FL	320-349	19,134
<b>South Atlantic</b>		<b>17.5%</b> <b>65,764</b>
KY	400-427	4,426
TN	370-385	6,677
AL	350-369	4,492
MS	386-397	2,312
<b>East South Central</b>		<b>4.8%</b> <b>17,907</b>
AR	716-729	2,399
LA	700-714	4,963
OK	730-749	2,978
TX	750-799	19,959
<b>West South Central</b>		<b>8.1%</b> <b>30,299</b>
MT	590-599	1,155
ID	832-838	1,326
WY	820-831	568
CO	800-816	5,856
NM	870-884	2,016
AZ	850-865	5,467
UT	840-847	2,439
NV	889-898	1,889
<b>Mountain</b>		<b>5.5%</b> <b>22,732</b>
AK	995-999	673
WA	980-994	8,155
OR	970-979	4,530
CA	900-961	43,871
HI	967-968	1,713
<b>Pacific</b>		<b>15.7%</b> <b>58,942</b>
<b>United States</b>		<b>96.3%</b> <b>361,125</b>
<b>U.S. Territories</b>		<b>0.5%</b> <b>1,846</b>
<b>Canada</b>		<b>2.1%</b> <b>7,779</b>
<b>Mexico</b>		<b>0.0%</b> <b>160</b>
<b>Other International</b>		<b>1.1%</b> <b>4,134</b>
<b>APO/FPO</b>		—
<b>Unknown</b>		—
<b>Total</b>		<b>100.0%</b> <b>375,044</b>

**Size of List: 375,044**

**Base Price: \$85/M**

## Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Age	\$10/M
Graduation Year	\$10/M
One Per Location	\$10/M
SIC Code	\$15/M
Specialty	\$15/M
Sub-Specialty	\$15/M
Telephone Numbers	\$30/M
Type of Practice	\$15/M

## Multi-Channel Pricing

**Mailing/Telemarketing: \$190/M**

### SEE ALSO:

- Nurse Practitioner Database from Springhouse**
- Nurse Respondent Database from Springhouse Nursing2004**
- Nursing Book Buyers from Springhouse**
- Nursing Videocassette Buyers from Springhouse**
- Physician Assistants Database**
- Surgical Products**

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

## Specialties & Sub-Specialties

Allergy & Immunology (A&I)	3,090	Clinical Pathology (CP)	1,043	Internal Medicine (IM)	97,932
Clinical Laboratory Immunology (CLI)	26	Blood Banking/Transfusion Medicine (BB)	41	Allergy & Immunology (AI)	97
Clinical Laboratory Immunology (DLI)	25	Blood Banking/Transfusion Medicine (BBTM)	40	Adolescent Medicine (AM)	33
Aerospace Medicine (AEROM)	411	Chemical Pathology (CHEMP)	15	Clinical Cardian Electrophysiology (CCEP)	583
Medical Toxicology (MT)	2	Cytopathology (CYTOP)	24	Critical Care Medicine (CCM)	4,249
UHM (UHM)	4	Dermatopathology (DP)	36	Cardiovascular Disease (CV)	11,594
Undersea Medicine (UM)	1	Forsenic Pathology (FPATH)	34	Clinical Laboratory Immunology (DLI)	56
Anesthesiology (ANES)	16,782	Hematology (HEM)	43	Endocrinology Diabetes & Metabolism (EDM)	897
Critical Care Medicine (CCM)	499	Immunopathology (IP)	11	Endocrinology (EN)	1,789
Pain Management (PM)	1,405	MGP (MGP)	2	Gastroenterology (GE)	6,521
Anatomic Pathology (AP)	2,978	Medical Microbiology (MMB)	8	Geriatric Medicine (GER)	4,407
Blood Banking/Transfusion Medicine (BB)	25	Neuropathology (NPATH)	12	Hematology (HEM)	3,054
Blood Banking/Transfusion Medicine (BBTM)	3	Pediatric Pathology (PDP)	4	Infectious Disease (INF)	2,800
Chemical Pathology (CHEMP)	2	Radioisotopic Pathology (RIP)	18	INTVC (INTVC)	1,939
Cytopathology (CYTOP)	164	Colon & Rectal Surgery (CRS)	889	Nephrology (NEP)	3,699
Dermatopathology (DP)	138	Dermatology (D)	6,814	Medical Oncology (ONC)	5,006
Forsenic Pathology (FPATH)	182	Clinical & Laboratory Dermatological Immunology (CLDI)	7	Pulmonary Disease (PUL)	5,717
Hematology (HEM)	60	Clinical & Laboratory Dermatological Immunology (DI)	58	Rheumatology (RHU)	2,488
Immunopathology (IP)	21	Dermatopathology (DP)	567	Sports Medicine (SM)	100
MGP (MGP)	5	Diagnostic Radiology (DR)	13,156	Medical Nuclear Physics (MNP)	71
Medical Microbiology (MMB)	4	Nuclear Radiology (NR)	346	Neurology (N)	6,100
Neuropathology (NPATH)	195	Neuroradiology (NRAD)	1,066	Clinical Neurophysiology (C/NPH)	696
Pediatric Pathology (PDP)	37	Pediatric Radiology (PR)	279	Pain Management (PM)	25
Radioisotopic Pathology (RIP)	16	Vascular & Inverventional Radiology (VIR)	1,068	Nuclear Medicine (NM)	2
Anatomic & Clinical Pathology (AP/CP)	6,667	Diagnostic Radiology & Medical Nuclear Physics (DRMNP)	46	Nuclear Medicine (NUM)	2,229
Blood Banking/Transfusion Medicine (BB)	153	Diagnostic Roentgenology (DRNT)	161	Obstetrics & Gynecology (OBG)	22,072
Blood Banking/Transfusion Medicine (BBTM)	98	Nuclear Radiology (NR)	1	Critical Care Medicine (CCM)	4
Chemical Pathology (CHEMP)	56	Neuroradiology (NRAD)	1	Gynecologic Oncology (GO)	400
Cytopathology (CYTOP)	836	Diagnostic Radiological Physics (DRP)	249	Maternal & Fetal Medicine (MF)	768
Dermatopathology (DP)	282	Diagnostic Radiology in Nuclear Radiology (DRSCN)	150	Reproductive Endocrinology (RE)	544
Forsenic Pathology (FPATH)	323	Nuclear Radiology (NR)	1	Occupational Medicine (OM)	1,512
Hematology (HEM)	384	Neuroradiology (NRAD)	4	Medical Toxicology (MT)	15
Immunopathology (IP)	63	Pediatric Radiology (PR)	1	UHM (UHM)	2
MGP (MGP)	4	Vascular & Inverventional Radiology (VIR)	5	Undersea Medicine (UM)	3
Medical Microbiology (MMB)	62	Emergency Medicine (EM)	10,803	Ophthalmology (OPH)	13,230
Neuropathology (NPATH)	38	Medical Toxicology (MT)	76	Orthopaedic Surgery (ORS)	15,336
Pediatric Pathology (PDP)	67	Pediatric Emergency Medicine (PEM)	75	Hand Surgery (HS)	947
Radioisotopic Pathology (RIP)	94	Sports Medicine (SM)	23	Otolaryngology (OTO)	7,298
Clinical Biochemical Genetics (CBCGN)	78	UHM (UHM)	6	Pediatrics (PED)	37,832
Clinical Biochemical/Molecular Genetics (CBMG)	24	Family Practice (FP)	46,941	Allergy & Immunology (AI)	153
Clinical Cytogenetics (CCYTG)	213	Geriatric Medicine (GER)	2,020	Adolescent Medicine (AM)	273
Clinical Genetics (M.D.) (CGEN)	497	Sports Medicine (SM)	675	Critical Care Medicine (CCM)	468
Neurology with Special Qualifications in		Public Health & General Preventive Medicine (GPM)	268	Pediatric Cardiology (CD)	794
Child Neurology (CHIN)	742			Clinical Laboratory Immunology (CLI)	1
Clinical Neurophysiology (C/NPH)	93			Clinical Laboratory Immunology (DLI)	3
ND (ND)	21			Endocrinology (EN)	508
Clinical Molecular Genetics (CMGN)	132			Gastroenterology (GE)	345
				Pediatric Hematology-Oncology (HO)	810
				Infectious Disease (INF)	440

## Specialties & Sub-Specialties

Medical Toxicology (MT)	12	Therapeutic Radiological Physics (TRP)	666
ND (ND)	104	Thoracic Surgery (TS)	3,825
Pediatric Nephrology (NE)	297	Urology (U)	7,235
Neonatal-Perinatal Medicine (NP)	2,000	X-Ray & Radium Physics (XRP)	5
Pediatric Emergency Medicine (PEM)	493		
Pulmonary Disease (PUL)	358		
Rheumatology (RHU)	92		
Sports Medicine (SM)	53		
Public Health (PH)	381		
Medical Genetics (PHDMG)	63		
Public Health & General Preventive Medicine (PHGPM)	910		
Medical Toxicology (MT)	3		
UHM (UHM)	1		
Plastic Surgery (PLS)	4,224		
Hand Surgery (HS)	401		
Physical Medicine & Rehabilitation (PMR)	4,673		
Pain Management (PM)	148		
SCINJ (SCINJ)	179		
Psychiatry (PSYC)	21,858		
Addiction Psychiatry (ADP)	1,143		
Clinical Neurophysiology (C/NPH)	5		
Child & Adolescent Psychiatry (CHAP)	1,732		
Child & Adolescent Psychiatry (CHIP)	1,278		
Forsenic Psychiatry (FPSY)	890		
Geriatric Psychiatry (GPSYC)	1,697		
Pain Management (PM)	18		
Radiology (R)	3,844		
Nuclear Radiology (NR)	99		
Neuroradiology (NRAD)	55		
Pediatric Radiology (PR)	34		
Vascular & Inventional Radiology (VIR)	53		
Roentgenology (RNT)	81		
Radiation Oncology (RO)	1,288		
Radiological Physics (RP)	99		
Roentgen Ray Physics (RRP)	3		
Radium Therapy (RT)	9		
Neuroradiology (NRAD)	1		
Surgery (S)	25,442		
Hand Surgery (HS)	167		
Pediatric Surgery (PDS)	480		
Surgical Critical Care (SCC)	1,162		
VASCS (VASCS)	1,349		
Therapeutic & Diagnostic Radiological Physics (TDRP)	25		
Therapeutic Radiology (TR)	931		
Nuclear Radiology (NR)	2		
Neuroradiology (NRAD)	2		
Therapeutic Radiology & Nuclear Medical Physics (TRNP)	3		

### Age

Less Than 35	15,422
35-44	71,239
45-54	67,905
55-64	39,762
65 or Older	45,869

### Type of Practice

Academic Faculty	48,236
Employed by Industry - Practice	1,058
Employed by Industry - Research	743
Fellowship/Residency	6,406
Medical Administrator	8,763
Military Government	3,571
Private Practice - Group/Partnership	93,217
Private Practice - Managed Care (HMO)	6,219
Private Practice - Solo	88,730
Retired	3,805
Salaried Hospital/Clinic	34,549
State/Local Government	3,377
Veterans Administration Practice	2,831
Other	8,999