

doctors

From MCH—America's Leading Compiler of Institutional Data

The MCH B2i Advantage

Tips & Traps

- Develop your marketing plan from any combination of more than 100 specialties and subspecialties. The following pages present doctors by primary and/or secondary specialty. Use secondary specialties to broaden the reach of your campaign.
- Family practice doctors are more likely to purchase waiting room materials that will help them retain patients. Specialists rely on referrals from general practitioners to attract new patients and actively work to cultivate these relationships. They can be excellent prospects for gift marketers.
- Counts are also shown for the number of doctors in group or solo practices. You can also find a quick reference to the number of office managers at specialty practices.
- If you need a guide to selecting the most appropriate specialties, a free ESP™ customer profile from MCH can help. If you have more than 5,000 direct mail customers the profile can help you identify which specialties are the best matches for your marketing offers. Your MCH sales representative can help you arrange for this valuable market analysis.

Extend Your Reach

Contact your MCH representative for more information on these additional institutions that may be receptive to your offers:

- **School Nurses** and **District Health Services Directors** are attractive mailing targets since they frequently have discretionary spending authority.
- **Fire, Police,** and **Sheriffs' Departments** can be the first responders in health-care emergencies.
- **Churches** are often involved in community outreach programs for all ages.

At a Glance: Doctors

Doctors.....	\$85/M.....	991,118
Office Managers.....	\$95/M.....	230,224
Group Practices.....	\$95/M*.....	227,985
Phone.....	add \$25/M.....	350,316

*Price reflects base price plus \$10/M selection charge.



Every MCH-compiled mailing address is guaranteed deliverable. We will reimburse 50¢ for each undeliverable mail piece with an MCH institutional address when returned to us within 90 days of the MCH invoice date. We update our database based upon returned mail on a daily basis. For complete guarantee terms see www.mailings.com/orderinginfo/getthere.html



The MCH research team calls schools, hospitals, and nursing homes, plus thousands of other institutions to confirm their key attributes and stay on top of the latest staff changes. We make hundreds of thousands of phone calls a year!

Doctors

Doctors Specialty Type	Primary or Secondary Specialty \$85/M	Primary Specialty \$85/M	Office Manager \$95/M	Group Practices \$95/M*	Office Mgr. in Group Practices \$105*	Doctors in Group Practices \$95/M*	Doctors Not in Group Practices \$95/M*
Acupuncture	5,573	5,538	381	874	257	976	4,597
Addiction Medicine	1,419	1,361	438	549	339	679	740
Adolescent Medicine	3,170	2,928	1,412	1,251	998	2,335	835
Aerospace Medicine	364	335	63	124	49	198	166
Allergy	4,259	1,422	866	666	567	3,439	820
Allergy/Immunology	3,610	3,521	1,802	1,439	1,176	2,458	1,152
Alternative Medicine	15	10	7	5	4	9	6
Anesthesiology	38,779	38,430	5,412	5,957	4,437	34,181	4,598
Bariatrician	1,653	1,648	857	843	694	1,233	420
Cardiac Electrophysiology	666	615	359	380	321	558	108
Cardiology	25,032	23,919	6,969	6,305	5,115	20,848	4,184
Chiropractic	46,210	46,106	2,211	8,430	1,263	17,343	28,867
Clinical Laboratory Immunology	153	112	59	52	47	111	42
Clinical Pathology	1,686	982	334	826	311	1,208	478
Clinical Pharmacology	7	1	15	1	12	4	3

Selections

Primary or Secondary Specialty

Doctors by their fields of specialized practice, including both main specialties and other specialties.

Primary Specialty

Doctors by their main field of specialized practice only.

Office Based Doctors

Doctors who practice in private offices.

Office Manager

Personal name of the office manager for an individual doctor. Duplication exists within this count. Available by primary and secondary specialties.

Group Practices

The single location where a number of doctors practice. Available by primary and secondary specialties.

Office Manager in Group Practices

Personal name of the office manager for a medical group practice. Available by primary and secondary specialties.

Doctors in Group Practices

Doctors who are part of a group practice. Available by primary and secondary specialties.

Doctors not in Group Practices

Doctors who are not associated with a group practice

Acupuncture

Uses procedures adapted from Chinese medicine to relieve pain or for therapeutic purposes.

Addiction Medicine

Works with patients who have substance abuse disorders. Specialize in prevention, diagnosis, treatment of withdrawal, medical or psychiatric complications, relapse, and the monitoring of recovery.

Adolescent Medicine

Focused on the care of people in the second decade of life. Problems in adolescence include sexual experiences resulting in pregnancies and sexually transmitted diseases, drug and alcohol use, violence-related behaviors, and reckless use of motor vehicles.

Aerospace Medicine

Focused on the health of the crew, passengers, and support personnel of air and space vehicles.

Allergy

Allergists diagnose and treat reactions due to irritating agents or allergens including foods, medicines, and pollens.

Allergy/Immunology

Concerned with the evaluation, diagnosis, and management of disorders involving the immune system, including asthma, eczema, allergic reactions, problems related to autoimmune disease, organ transplantation, and immune system malignancies.

Alternative Medicine

Focuses on methods that minimize the use of surgery and drugs. This type of medicine is not typically taught in traditional medical environments and includes naturopathy, folk medicine, chiropractic, homeopathy, and herbal medicine.

Anesthesiology

Provides relief from pain and maintains or restores a stable condition during surgical, obstetric, or diagnostic procedures.

Bariatrician

Focused on the care of obese patients.

Cardiac Electrophysiology

Involves complicated technical procedures to evaluate heart rhythms to determine appropriate treatment.

Cardiology

Focused on diseases of the heart, lungs, and blood vessels. Includes management of heart attacks and abnormal heart rhythms. Perform catheterization and consult with surgeons on heart surgery.

Chiropractic

Therapeutic method of treatment based on interaction of the spine and nervous system.

Clinical Laboratory Immunology

Focused on conducting tests of specimens to determine a patient's general health. Results are used by physicians to diagnose illnesses and determine proper treatment.

Clinical Pathology

Concerned with diagnosing a disease based on laboratory analysis of body fluids.

Clinical Pharmacology

Deals with the actions of drugs in the treatment of disease. Pharmacological research is concerned with drug receptors, psychopharmacology, and antibodies.

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Colon/Rectal Surgery	1,417	1,383	628	578	480	1,135	282
Critical Care	3,479	3,057	1,282	1,365	1,123	3,004	475
Critical Care Management	2	2	2	2	2	0	2
Cytopathology	643	553	252	331	241	545	98
Dermatology	13,290	12,188	5,064	3,517	2,767	8,950	4,340
Dermatopathology	624	566	284	309	230	475	149
Diabetes Specialty	1,652	1,447	859	748	599	1,178	474
Diagnostic Radiology	25,809	25,127	4,569	5,131	3,867	22,289	3,520
Emergency Medicine	36,774	36,192	5,173	6,336	4,574	32,367	4,407
Emergency Sports Medicine	3	3	2	3	2	3	0
Endocrinology	4,976	4,797	2,087	2,026	1,608	3,732	1,244
Endovascular Surgical Neuroradiology	57	37	22	25	21	36	21
Family Practice	94,761	93,265	26,739	24,164	16,960	68,084	26,677
Gastroenterology	12,839	12,737	4,582	4,026	3,297	10,388	2,451
General Practice	15,884	12,885	3,750	3,836	2,434	8,845	7,039

Colon/Rectal Surgery

Diagnoses and treats various diseases of the intestinal tract, colon, rectum, and perianal area by medical and surgical means.

Critical Care

The Critical Care physician is based in the ICU or CCU and must have a broad knowledge of all aspects of management of the critically ill patient.

Critical Care Management

Focused on managing all aspects of care provided to critically ill patients, typically in ICU or CCU.

Cytopathology

Focused on the diagnosis of disease through the study of cells, including Pap tests. This specialist is a consultant to all medical specialists.

Dermatology

Concerned with the prevention, diagnosis, and treatment of disorders of the skin and related tissues. Treats a number of sexually transmitted diseases and corrects cosmetic skin defects.

Dermatopathology

Focused on the laboratory study of skin samples.

Diabetes Specialty

Concerned with the diagnosis and treatment of metabolic disorders related to impairment or loss of pancreatic function.

Diagnostic Radiology

Uses radiant energy in diagnosis and therapeutic procedures. Includes imaging through X-rays, ultrasound, etc.

Emergency Medicine

Concerned with the immediate decisions and actions required to prevent further disability or death of a patient in an emergency room setting.

Additional Selections

TYPE OF DEGREE ADD \$10/M	SALES VOLUME (\$MM) ADD \$10/M
DC.....44,700	Under 0.213,852
DO.....41,063	0.2 - 0.494,830
DPM.....12,632	0.5 - 0.9110,251
MD.....742,691	1.0 - 2.485,911
OD.....25,794	2.5 - 4.925,662
ADDRESS TYPEADD \$10/M	5.0 - 9.910,133
Hospital.....16,914	10.0 - 24.93,469
DEA NUMBER OF PHYSICIANADD \$10/M	25.0 - 49.9559
Number.....732,275	50.0 - 99.9155
GENER CODEADD \$10/M	100.0 - 249.939
High Confidence Female246,375	250.0 - 499.910
High Confidence Male.....617,559	500.0 - 749.93
LOCATIONADD \$10/M	750.0 - 999.90
Primary Location.....802,272	1,000.0 - 1,499.90
NUMBER OF PHYSICIANS ADD\$10/M	1,500.0 - 1,999.91
Very Small (1)235,471	2,000.0+0
Small (2)52,295	Unknown.....5,450
Medium (3)22,175	OTHER SELECTIONS
Large (4-9).....31,383	Metropolitan Population add \$10/M
Very Large (10+).....8,995	Population Score add \$10/M
	Wealth Score add \$10/M

Emergency Sports Medicine

Concerned with immediate decisions and actions required to treat patients injured in athletic endeavors.

Endocrinology

Focused on the disorders of the glands, including organs and tissues that produce hormones and the treatment of hormonal disorders and diseases.

Endovascular Surgical Neuroradiology

ESNR specialists focus on less invasive, catheter-based techniques to treat patients who are unable to undergo conventional surgery or in situations where no conventional surgery options exist.

Family Practice

Concerned with the healthcare of an individual and family, including all ages. Integrates the biological, behavioral, and clinical sciences.

Gastroenterology

Focused on digestive organs including the stomach, bowels, liver, and gall bladder.

General Practice

Concerns the diagnosis and treatment of disease by both medical and surgical methods, regardless of organ system, body region, or patient age.

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General Surgery	24,817	22,637	7,749	6,841	5,427	18,587	6,230
Genetics	954	912	412	396	313	667	287
Geriatrics	4,254	4,162	1,741	1,902	1,383	3,005	1,249
Gynecology	3,982	3,857	2,088	1,746	1,408	2,511	1,471
Gynecology Oncology	900	819	393	402	323	724	176
Hand Surgery	1,820	1,556	883	802	680	1,394	426
Head and Neck Surgery	545	472	256	205	175	374	171
Hematology	1,103	980	442	492	407	909	194
Hematology/Oncology	8,002	7,888	2,683	2,706	2,191	6,701	1,301
Hepatology	178	137	71	75	63	138	40
Holistic Medicine	50	49	11	17	9	21	29
Immunology	56	26	13	18	11	47	9
Infectious Disease	6,493	6,275	2,222	2,381	1,877	5,356	1,137
Internal Medicine	191,076	99,123	26,563	24,283	17,541	149,218	41,858
Interventional Cardiology	1,806	1,761	907	910	785	1,566	240
Legal Medicine	1,868	1,793	857	679	547	1,171	697
Medical Oncology	2,150	1,825	733	788	654	1,838	312
Medical Toxicology	121	103	53	60	48	90	31
Neonatology	480	469	186	221	175	434	46
Nephrology	7,860	7,751	2,416	2,436	1,894	6,396	1,464

General Surgery

Management of surgical conditions that affect almost any area of the body.

Genetics

The scientific study of heredity and hereditary diseases and disorders.

Geriatrics

Focused on the aging process and special skills required to treat illness in the elderly. Trained to recognize unusual presentations of illness and drug interaction.

Gynecology

Concerned with the diagnosis and treatment of diseases of the female reproductive system.

Gynecology Oncology

Focused on gynecologic cancer and its complications.

Hand Surgery

Specializes in the medical and surgical treatment of the hand.

Head and Neck Surgery

Surgical treatment of diseases and injuries of the head and neck.

Hematology

Focused on diseases of the blood, blood clotting mechanisms, bone marrow, spleen, and lymph glands.

Hematology/Oncology

Specifically trained to treat diseases of the blood and cancer.

Hepatology

Concerned with treating liver, gallbladder, and pancreas disorders.

Holistic Medicine

Focuses on the whole person and looks at physical, mental, spiritual, and emotional well-being prior to determining a treatment.

Immunology

Focused on the body's ability to combat infectious or irritating substances that threaten it with disease.

Infectious Disease

Concerned with all types of infectious diseases in all organs.

Internal Medicine

Focused on long-term comprehensive care. Manages common illnesses and complex medical problems.

Interventional Cardiology

Focuses on catheter-based treatment of heart disease including angioplasty, valvuloplasty, and coronary thrombectomy.

Legal Medicine

Focused on various aspects of medicine and the law, including the use of medicine to solve criminal cases, medical malpractice, and government regulation.

Medical Oncology

Focused on the diagnosis and treatment of all types of cancer and other benign and malignant tumors.

In Depth: Doctors

Some marketers love to put their message in front of any and every physician. After all, doctors are among the most educated, affluent, and respected members of American society.

However, for many other healthcare marketers it's essential to target healthcare practitioners by specialty. Products or offers designed to address a particular disease or treatment group require narrower target markets. MCH makes it easy to deliver your message to the professionals likely to be interested in your offer.

Medical Toxicology

Concerned with treating patients who have been exposed to poisons including medications, adverse drug reactions, environmental toxins, industrial chemicals, or bioterrorism agents.

Neonatology

Focused on medical care for ill newborn infants. Also serve as consultants to general pediatricians in routine care for newborns.

Nephrology

Focused on scientific study of the kidney, its disorders, high blood pressure, fluid and mineral balance, and dialysis. Consults with surgeons regarding kidney transplantation.

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Neurology	18,040	14,160	4,315	4,035	2,970	14,267	3,773
Neuroradiology	1,366	816	388	450	371	1,219	147
Neurosurgery	5,101	5,064	1,738	1,577	1,249	3,940	1,161
Nuclear Cardiology	251	206	131	130	116	211	40
Nuclear Medicine	741	686	336	380	303	590	151
Nutrition	92	89	43	40	15	44	48
Obstetrics/Gynecology	36,686	36,262	11,560	9,555	7,615	28,650	8,036
Occupational Medicine	2,647	2,487	843	949	644	1,487	1,160
Oncology	4,716	3,145	1,036	1,027	886	4,207	509
Ophthalmology	20,921	20,914	7,370	6,118	4,708	15,518	5,403
Optometry	29,875	29,573				15,940	13,935
Orthopedic Foot & Ankle	590	537	352	373	310	459	131
Orthopedic Reconstructive Surgery	616	523	298	313	263	512	104
Orthopedic Spine Surgery	1,108	1,055	603	638	533	924	184
Orthopedic Surgery	22,687	22,316	6,730	5,890	4,741	18,279	4,408
Osteopathy	1,456	1,425	575	564	392	838	618
Other Specialty	4,769	0	2,853	2,212		2,869	1,900
Otorhinolaryngology	10,097	9,864	3,686	2,936	2,400	7,578	2,519
Pain Management	3,038	2,717	1,230	1,248	903	1,984	1,054
Pathology	9,520	9,198	2,148	2,592	1,962	8,156	1,364

Neurology

Focused on the treatment of all diseases and impaired functions of the brain, spinal cord, and peripheral nerves.

Neuroradiology

Specifically trained in using digital angiography, MRI, CT, PET, ultrasound, and X-rays to evaluate the brain, head, neck, and spine.

Neurosurgery

Provides operative and non-operative management of the central, peripheral, and autonomic nervous system. Includes the operative and non-operative management of pain.

Nuclear Cardiology

Focuses on using small amounts of radioactive substances and non-invasive techniques to assess the health of a patient's heart.

Nuclear Medicine

Focused on nuclear properties of radioactive and stable nuclides to evaluate conditions in clinical and laboratory settings.

Nutrition

Concerned with food requirements and the effects of nutrients.

Obstetrics/Gynecology

Medical and surgical care of the female reproductive system and associated disorders.

Occupational Medicine

Focused on the health of workers, the ability to perform work, and physical and chemical environments of the workplace.

Oncology

Focuses on cancer and the diagnosis and treatment of tumors.

Ophthalmology

Comprehensive care of the eye and vision. Medical and surgical treatment of all eye, eyelid, and orbital problems.

Optometry

Focuses on vision, visual systems, and the health of the eyes.

Orthopedic Foot & Ankle

Concerned with the medical and surgical treatment of diseases and injuries of the foot and ankle.

Orthopedic Reconstructive Surgery

Focused on surgical replacement of joints such as knee and hip.

Orthopedic Spine Surgery

Concerned with surgical treatment of diseases and injuries of the spine.

Orthopedic Surgery

The preservation or restoration of form and function of the extremities, spine, and associated structures by medical, surgical, and physical means.

Osteopathy

Focuses on using conventional treatment methods as well as placing emphasis on body, mind, and spirit.

Other Specialty

A specialty other than those defined.

Otorhinolaryngology

The medical and surgical care of the ears, nose, throat, respiratory, and upper alimentary systems. Also called Otolaryngology.

Pain Management

Specifically trained in the treatment and prevention of chronic pain or pain complicated by other medical conditions.

Pathology

The scientific study of diseases and the structural and functional changes they cause.

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Pediatric Allergy	302	252	138	146	121	247	55
Pediatric Cardiology	1,610	1,485	511	509	436	1,431	179
Pediatric Critical Care	1,027	896	293	336	283	942	85
Pediatric Emergency Medicine	1,242	1,006	293	349	283	1,137	105
Pediatric Endocrinology	831	777	325	354	286	697	134
Pediatric Gastroenterology	819	767	303	326	268	701	118
Pediatric Hematology/Oncology	1,286	1,140	314	362	293	1,146	140
Pediatric Internal Medicine	199	197	112	151	103	160	39
Pediatric Neurology	901	809	381	386	309	707	194
Pediatric Ophthalmology	144	137	23	82	21	94	50

Pediatric Allergy

Concerned with the diagnosis and treatment of allergies in children.

Pediatric Cardiology

Concerned with the care of children with cardiovascular problems.

Pediatric Critical Care

Concerned with the care of critically ill children in an ICU environment.

Pediatric Emergency Medicine

Concerned with the immediate decisions and actions required to prevent further disability or death of a child.

Pediatric Endocrinology

Focused on care of children with diseases related to abnormalities in the endocrine glands, including diabetes mellitus, growth disorders, early or later puberty, birth defects, etc.

Pediatric Gastroenterology

Focused on disorders of the digestive system of infants, children, and adolescents.

Pediatric Hematology/Oncology

Focused on the care of children with blood or cancerous diseases.

Pediatric Internal Medicine

Focused on the long-term relationship with a patient. Trained to provide care for newborns, children, adolescents, and adults. Physicians are typically certified in a Med/Peds program.

Pediatric Neurology

Care of the brain, spinal cord, and nervous system of children.

Pediatric Ophthalmology

Concerned with providing comprehensive care of the eye and vision in children.



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Pediatric Psychiatry	5,023	3,676	929	1,475	746	3,048	1,975
Pediatric Pulmonology	622	559	236	266	217	541	81
Pediatric Radiology	401	382	157	185	154	354	47
Pediatric Surgery	744	665	280	302	254	636	108
Pediatrics	58,680	57,704	13,847	13,519	10,223	48,949	9,731
Physical Medicine/Rehab Physician	7,242	7,141	2,568	2,735	1,960	5,297	1,945
Physician	38	38				21	17
Plastic Surgery	7,261	7,097	3,568	2,212	1,767	3,959	3,302
Podiatry	16,841	16,826	4,322	4,771	2,707	8,849	7,992
Preventive Medicine	1,666	1,544	456	563	352	763	903



Pediatric Psychiatry

Focused on mental, addictive, and emotional disorders of children.

Pediatric Pulmonology

Care of diseases and disorders of the lungs of children.

Pediatric Radiology

Focused on the pediatric application of imaging technologies.

Pediatric Surgery

Focused on the management of surgical conditions in children.

Pediatrics

Focused on the health of children from birth to young adulthood.

Physical Medicine/Rehab

Concerned with maximal restoration of physical, psychological, social, vocational function, and alleviation of pain for patients with impairments or disabilities.

Physician

Specifically trained to diagnose disease and injury.

Plastic Surgery

Concerned with the repair and reconstruction of defects of the skin and its underlying musculoskeletal system, with emphasis on the face, head, limbs, breasts, and external genitalia.

Podiatry

Focused on the treatment of foot and ankle disorders.

Preventative Medicine

Specifically trained in preventing disease, disability or premature death of individuals and populations.

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Psychiatry	39,206	38,179	6,702	8,360	4,228	24,404	14,802
Psychology	9,961	9,899	1,445	2,804	1,189	4,599	5,362
Pulmonary Critical Care	464	459	220	270	209	426	38
Pulmonology	8,605	7,489	2,906	2,859	2,283	6,950	1,655
Radiation Oncology	4,213	4,175	1,428	1,523	1,243	3,584	629
Radiology	12,616	9,943	2,444	2,694	2,171	11,400	1,216
Reproductive Endocrinology	1,151	1,102	496	450	362	873	278
Rheumatology	4,866	4,778	2,084	1,961	1,577	3,741	1,125
Sleep Medicine	724	536	280	298	233	514	210
Sports Medicine	2,659	2,368	1,238	1,289	1,036	2,086	573
Surgical Oncology	702	647	328	335	282	554	148
Thoracic Surgery	3,834	3,742	1,426	1,383	1,140	3,044	790
Transplant Surgery	484	463	194	225	181	419	65
Trauma Surgery	575	545	263	290	239	491	84
Urgent Care	735	727	266	380	246	614	121
Urology	10,725	10,684	3,889	3,196	2,643	8,319	2,406
Vascular & Interventional Radiology	1,414	1,118	552	620	528	1,269	145
Vascular Surgery	3,197	3,000	1,405	1,340	1,112	2,467	730
Women's Health	470	344	208	193	172	393	77
Total	991,118	858,095	230,224	227,985	161,944	731,256	259,862

Psychiatry

Focused on treatment of mental, addictive, and emotional disorders.

Psychology

Focused on the treatment of mental functions and behaviors.

Pulmonary Critical Care

Concerned with caring for patients with life-threatening pulmonary illnesses such as COPD, asthma, emphysema, lung cancer, and pneumonia.

Pulmonology

Concerned with diseases of the lungs and airways.

Radiation Oncology

Deals with the therapeutic applications of radiant energy and the study and management of cancers and other diseases.

Radiology

Deals with diagnostic and therapeutic applications of radiant energy.

Reproductive Endocrinology

Focused on problems related to endocrinology and infertility.

Rheumatology

Concerned with diseases of the joints, muscles, bones, and tendons, including arthritis, back pain, and muscle strains.

Sleep Medicine

Focused on the diagnosis and treatment of sleep disorders.

Sports Medicine

Specifically trained to treat sports injuries of both athletes and active individuals.

Surgical Oncology

Focused on the surgical management of malignant tumors.

Thoracic Surgery

Operative care of patients with conditions within the chest, including coronary artery disease, lung cancer, esophageal cancer, heart valve, and major vessel abnormalities.

Transplant Surgery

Focused on surgically transplanting organs, including the kidney, liver, lung, or pancreas.

Trauma Surgery

Deals with the treatment of wounds and injuries through surgical methods.

Urgent Care

Specifically trained in providing treatment of non-emergency illnesses and injuries such as sore throats, ear infections, minor cuts and bruises.

Urology

Concerned with medical and surgical treatment of disorders of the urinary and male reproductive systems.

What Our Customers Say

"Our MCH sales representative opened our eyes to the true advantages of using MCH. We're eager to use more MCH lists to increase our magazine subscription base."

Vascular & Interventional Radiology

Focused on using images and minimally invasive procedures for diagnostic or treatment purposes.

Vascular Surgery

Concerned with the surgical treatment of disorders of the blood vessels.

Women's Health

Specifically trained to provide diagnosis and treatment related to women's health issues.

*Pricing reflects base price plus \$10/M selection charge.

Doctors

Medical Group Practices									
Franchise Specialty	Practices			Office Managers			Doctors [†]		
	Small/Med (2-3 doctors) \$95/M*	Large (4-9 doctors) \$95/M*	Very Large (10+ doctors) \$95/M*	Small/Med (2-3 doctors) \$105/M*	Large (4-9 doctors) \$105/M*	Very Large (10+ doctors) \$105/M*	Small/Med (2-3 doctors) \$95/M*	Large (4-9 doctors) \$95/M*	Very Large (10+ doctors) \$95/M*
Acupuncture	667	140	67	116	88	53	744	152	80
Adolescent Medicine	516	428	307	376	354	268	753	977	605
Allergy/Immunology	729	285	424	558	242	375	1,118	637	702
Anesthesiology	1,623	1,507	2,825	941	1,090	2,404	2,659	4,089	27,396
Cardiology	2,435	1,964	1,905	1,750	1,651	1,712	4,030	6,550	10,265
Chiropractic	7,482	735	213	789	291	183	14,750	2,114	481
Dermatology	1,772	781	963	1,272	643	850	3,359	2,454	3,138
Diagnostic Radiology	1,248	1,311	2,571	719	943	2,203	2,064	3,604	16,615
Emergency Medicine	1,542	1,835	2,958	832	1,226	2,515	2,160	4,376	25,828
Endocrinology	659	501	866	447	407	754	950	918	1,864
Family Practice	13,543	7,308	3,311	8,460	5,672	2,823	23,340	23,815	20,909
Gastroenterology	1,546	1,245	1,235	1,134	1,067	1,095	2,506	3,827	4,055
General Practice	1,804	904	1,128	882	609	943	2,887	2,253	3,705
General Surgery	2,988	1,934	1,918	2,138	1,605	1,682	5,039	5,137	8,408
Geriatrics	635	528	739	360	401	622	769	820	1,416
Gynecology	777	611	358	549	531	328	1,007	927	577
Hematology/Oncology	961	782	962	675	654	860	1,595	2,268	2,833
Infectious Disease	679	651	1,051	426	521	930	989	1,470	2,897
Internal Medicine	12,007	7,496	4,779	7,718	5,772	4,047	35,079	42,348	71,762
Nephrology	987	681	767	654	564	673	1,733	2,254	2,408
Neurology	1,673	1,074	1,287	1,035	829	1,104	2,962	3,548	7,755
Neurosurgery	612	432	533	413	362	473	1,051	1,188	1,701
Obstetrics/Gynecology	4,324	3,154	2,076	3,111	2,655	1,845	7,822	11,068	9,740
Occupational Medicine	423	199	327	216	141	286	602	355	530
Ophthalmology	3,328	1,745	1,044	2,363	1,442	900	5,754	5,587	4,176
Optometry	4,945	1,595	772	1,313	1,081	640	9,353	4,016	2,571
Orthopedic Surgery	2,416	1,946	1,527	1,735	1,638	1,368	4,169	6,703	7,405
Other Specialty	1,165	634	413	882	550	381	1,314	838	715
Otorhinolaryngology	1,338	754	843	1,015	633	751	2,505	2,459	2,613
Pain Management	562	344	342	333	259	311	767	583	634
Pathology	424	483	1,683	197	298	1,465	737	1,220	6,187
Pediatric Psychiatry	630	415	430	192	222	332	1,009	829	1,210
Pediatrics	5,799	4,613	3,106	3,834	3,688	2,698	10,251	15,254	23,433
Physical Medicine/Rehab	1,021	738	975	563	550	846	1,447	1,408	2,441
Plastic Surgery	1,249	451	512	936	375	456	1,944	938	1,077
Podiatry	3,027	12,758	815	1,342	651	713	5,551	1,923	1,375
Psychiatry	4,393	2,144	1,822	1,623	1,173	1,430	7,525	6,651	10,221
Psychology	1,579	748	476	411	395	381	2,289	1,384	925
Pulmonology	977	791	1,091	666	647	970	1,621	2,054	3,274
Radiation Oncology	475	312	736	312	255	676	825	689	2,070
Radiology	587	637	1,470	382	498	1,290	1,090	1,793	8,515
Rheumatology	666	513	781	455	418	702	1,004	1,000	1,736
Thoracic Surgery	521	335	527	374	283	483	855	891	1,298
Urology	1,437	854	905	1,106	736	801	2,727	2,987	2,605
Vascular Surgery	460	404	476	329	343	439	688	845	932
Total	74,411	31,369	8,987	41,166	24,068	7,510	170,945	169,547	290,156

*Pricing reflects base price plus \$10/M selection charge.

†The franchise specialty indicates that at least one practitioner in the group has this specialty. The counts shown include all professionals in the practice, regardless of specialty.

Doctors

In Depth: Doctors at Hospitals & Other Institutions

MCH compiles healthcare administrators at many types of institutions including hospitals and nursing homes. Thousands of these professionals have medical degrees, and can be combined with the Medical Practices file for enhanced coverage. Doctors at Hospitals can be selected by specialty. This can allow you to add thousands of additional contacts to your campaign. Counts for these physicians are shown at right.

There is some duplication with the doctors shown earlier in this section.

Your MCH sales representative will also happily contact third party data providers to broker additional records. Potential sources include trade show attendees, medical association members, compiled files, and medical journal subscribers.

Doctors at Hospitals

\$85/M

The following doctors are administrators of departments at hospitals. They have been grouped by specialty below according to the area of expertise required to administer their hospital department. They can be selected by their type of degree: MD or DO. There is some duplication between the specialties shown below and the doctors counts shown earlier in this section.

Total Count79,169
BY SPECIALTY

Abdominal Surgery	1,296
Addiction Medicine	2,142
Adolescent Medicine	2,622
Anesthesiology	3,196
Blood Banking	459
Cardiovascular Disease.....	2,101
Cardiovascular Surgery	1,866
Clinical Pharmacology	34
Colon and Rectal Surgery.....	5,363
Critical Care Medicine	175
Diagnostic Radiology	3,780
Emergency Medicine	4,459
Family Practice.....	10,189
Gastroenterology	1,296
General Surgery	7,226
Geriatrics.....	663
Gynecology.....	3,052
Hand Surgery.....	2,132
Head and Neck Surgery	1,031

BY SPECIALTY (CONTINUED)

Hematology.....	459
Infectious Diseases	242
Internal Medicine	2,995
Maternal & Fetal Medicine	2,876
Medical Oncology	898
Neonatal-Perinatal Medicine	274
Neurological Surgery	1,031
Nuclear Medicine	349
Nuclear Radiology	386
Obstetrics and Gynecology	3,052
Occupational Medicine.....	181
Orthopedic Surgery.....	2,132
Pediatrics	2,854
Physical Medicine/Rehab	238
Psychiatry.....	1,965
Pulmonary Disease	93
Radiation Oncology.....	898
Radiology	3,692
Urological Surgery	1,472

Doctors at Other Institutions

\$95/M*

MCH compiles lists of doctors who work at various healthcare institutions. These physicians hold various key decision-making roles and can be selected by their type of degree—MD or DO.

Total Count31,248

Adult Day Cares.....	2
Alcohol and Drug Facilities	264
Ambulance Services.....	78
Ambulatory Surgery Centers	1,266
Cancer Centers	601
Diagnostic Imaging Centers	2,284
Home Healthcare Agencies	2,007

Hospices	37
Nursing Homes.....	17,359
Pain Care Facilities	1,139
Primary Care Programs.....	2,432
Public Health Departments	1,710
Retirement Homes.....	823
Urgent Care Centers	1,246

*Price reflects \$10/M selection charge.

