

## Medidata Contract Data Options

### Data Contract Agreement

A data contract includes unlimited access to your selection of healthcare professionals and/or healthcare organisations on a continuing annual basis. The data extracts will be supplied in a format as required including excel, txt, csv, etc. Data will be sent on a daily, weekly, monthly basis as required by your company via secure ftp server, email, etc. All active HCPs/HCOs are in the extracts including those that have selected NO MAIL (this is flagged). Your selection of Healthcare Professionals will include your chosen fields from Appendix 1, the primary Healthcare Organisation they work at and multiple workplaces if required.

The database supplied will be either in full or incremental (changes only) updates as specified.

Data can be uploaded into your own CRM database or used for mailings, etc.

To receive unlimited access to your selection of Healthcare Professionals:

- Cost is \$1.85/record/year
- Minimum charge \$1100/year for contract data

Mail house jobs that we run for data contract clients, including fax/direct mail/email, instead of paying the usual list rental fees of \$520/thousand records, you pay a set data extraction fee of \$115 for any amount of records pertaining to each job. Assembly, printing, envelopes, postage are additional.

## Appendix 1

### DOCTOR FIELDS (HCPs)

Medidata Fields	Description
DOCTOR_ID	Unique Doctor Database ID
TITLE_ID	Title
STATUS	Mail Status
PATIENTS_SEEN	Patients seen per day for GPs
INITIALS	Initials
FIRST_NAME	First Name
MIDDLE_NAMES	Middle Names
SURNAME	Surname
PREFERED_FIRST_NAME	Preferred First Name
PREFERED_SURNAME	Preferred Surname
CATEGORY_ID	Category Type
SPECIALTY_ID	Specialty
MAIL_ADDRESS1	Preferred Mailing Address
MAIL_ADDRESS2	Preferred Mailing Address
MAIL_ADDRESS3	Preferred Mailing Address
MAIL_SUBURB	Preferred Mailing Suburb
MAIL_CITY	Preferred Mailing City
MAIL_POST_CODE	Preferred Mail Postcode
PHONE	Phone
FAX	Fax
MOB	Mobile
GENDER	Gender
PREF_SPEC_DESC	Preferred Specialty Description
VOC_GP	Vocational GP
GPTP	GP Training Program
EDI_NO	EDI No
HPI_NO	Health Provider Index No
PRACTICE_ID	Unique Practice Database ID
PRACTICE_NAME	Practice Name
SURG_ADDRESS1	Practice Physical Address
SURG_ADDRESS2	Practice Physical Address
SURG_ADDRESS3	Practice Physical Address
SURG_SUBURB	Practice Physical Suburb
SURG_CITY	Practice Physical City
SURG_POST_CODE	Practice Physical Postcode
surg_prefix	Practice Area Code
surg_phone	Practice Phone
surg_sufix	Practice Extension (if used)
BRICK_ID	Geographical Code
SUML_ADDRESS1	Practice Postal Address
SUML_ADDRESS2	Practice Postal Address
SUML_ADDRESS3	Practice Postal Address
SUML_SUBURB	Practice Postal Suburb
SUML_CITY	Practice Postal City
SUML_POST_CODE	Practice Postal City
*INTERESTS	Specialty Interests

### PRACTICE FIELDS (HCOs)

Medidata Fields
PRACTICE_ID
STATUS_ID
PRACTICE_CATEGORY_ID
PRACTICE_TYPE_ID
PRACTICE_SUB_CATEGORY_ID
BRICK_ID
Practice Management Software
District Health Board
PRACTICE_NAME
SURG_ADDRESS1
SURG_ADDRESS2
SURG_ADDRESS3
SURG_SUBURB
SURG_CITY
SURG_POST_CODE
SUML_ADDRESS1
SUML_ADDRESS2
SUML_ADDRESS3
SUML_SUBURB
SUML_CITY
SUML_POST_CODE
PRACTICE_DESCRIPTION
PHONE_PREFIX
PHONE_NUMBER
PHONE_SUFIX
FAX_PREFIX
FAX_NUMBER
FAX_SUFIX
EDI_NO
NUMBER_OF_BEDS
GP PRACTICE PHO AFFILIATION
WEBSITE

\*There are interests available for many specialties including GPs, Practice Nurses, Specialists and Vets