

Medidata List Rental Data Options

Option 1 – Casual List Rental

Casual or one-off use of data selected from the Medidata database is based on those healthcare professionals and healthcare organisations that have chosen to receive mail. This includes medical, pharmacy, dental and veterinary professionals. The data fields supplied include name and preferred mailing address only (can be residential, box number or place of work). Costs as follows:

- \$100 setup/admin fee
- \$510/thousand records for list rental
- \$500 minimum charge plus GST

If a second usage of the same data is required within the same month, then a 50% discount of list rental will apply for the second usage. For subsequent months, full price will apply. Data is sent in an excel or csv file.

Option 2 – 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.

Permission given emails are available at an extra cost and these are flagged if new emails are added/changed or permission is withdrawn.

To receive unlimited access to your selection of Healthcare Professionals:

- Cost is \$1.75/record/year
- Inclusive of permission given email \$2.05/record/year
- Minimum charge \$1000/year for contract data

Mail house jobs that we run for option 2 data contract clients, including fax/direct mail/email, instead of paying the usual list rental fees of \$510/thousand records, you pay a set data extraction fee of \$107 for any amount of records pertaining to each job. Assembly, printing, envelopes, postage are additional.

Appendix 1

DOCTOR FIELDS

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
PREFERRED_FIRST_NAME	Preferred First Name
PREFERRED_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
GTP	GP Training Program
EDI_NO	EDI No
HPI_NO	HPI No
EMAIL_STATUS	Email Status
EMAIL_ADDRESS	Email
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

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
EMAIL_ADDRESS
EMAIL_STATUS
PRACTICE_DESCRIPTION
PHONE_PREFIX
PHONE_NUMBER
PHONE_SUFIX
FAX_PREFIX
FAX_NUMBER
FAX_SUFIX
EDI_NO
NUMBER_OF_BEDS
WEBSITE