

## COMPANY OVERVIEW

**Redi-Data, Inc.** is a leading provider of healthcare professional, consumer and business postal and email lists. A technical leader in the healthcare marketing and data marketplace, Redi-Data delivers the most complete and robust selection of medical mailing and email lists available. With a diverse selection of information and data points including demographic, geographic, financial, lifestyle and consumer ailments, Redi-Data specializes in helping marketers create complete pictures of their target audience accurately and affordably.

As an official database licensee of several leading professional associations, including the **American Medical Association (AMA)**, **American Dental Association (ADA)** and the **American Osteopathic Association (AOA)**, Redi-Data provides information from the most trusted names in medical marketing. With **CPT**, **ICD-10** and **HCPCS** data, and comprehensive **Kaiser Permanente** suppression service, Redi-Data enables healthcare marketers to create refined mailing and email physician lists for more relevant and specific communications.

Redi-Data's marketing solutions also include extensive data services, including storefront custom interfaces and real-time lead verification. With consumer and business data append, Redi-Data matches clients' lists to their databases and enriches existing lists with hundreds of data characteristics. The company also offers complete list hygiene and data enhancements, including list services such as National Change of Address, Delivery Sequence File, Delivery Point Validation, address append, phone number append, email append and more. In addition to data services, Redi-Data's email deployment services comprise of dedicated professionals utilizing the latest technologically advanced platforms and industry best practices for optimal delivery.

Through its sister company, Redi-Mail, Redi-Data combines its industry-leading data with a full line of in-house capabilities in digital printing, personalized direct mail, and specialized lettershop and fulfillment.

Headquartered in Fairfield, NJ, Redi-Data is a division of Redi-Direct Marketing, Inc, and has offices in Berlin, NJ and Sunrise, FL.

## PRODUCT & SERVICE HIGHLIGHTS

### COMPANY PROFILE

<b>Headquarters</b>	Fairfield, NJ
<b>Sales Offices</b>	Fairfield, NJ, Berlin, NJ, and Sunrise, FL
<b>Financial</b>	Part of the Redi-Direct family of companies



### Healthcare Professional Lists

Nationally recognized as a leader and innovator in healthcare data, Redi-Data has the industry's most comprehensive database for healthcare professionals, including physicians, dentists, nurses, and hard-to-find group practice and hospital-based professionals' addresses and emails. Trusted by life sciences companies, agencies, medical device manufacturers, hospitals and CME providers alike, Redi-Data's postal and email healthcare databases are 100% multichannel with BPA audited email records and dozens of details on each record, such as specialty, degree, education, experience, state of licensure and more.

### Redi-HealthCenter Database

With over 277,000 contacts, reach out to key individuals that plan and direct operations at nursing homes and long-term care facilities. The Redi-HealthCenter Database contains contacts to those that oversee all aspects related to these facilities, including developing a patient base, hiring employees, keeping records and ordering equipment and supplies, for both individual and corporate-owned locations.

### Business & Consumer Lists

With over 200 million consumers and 18 million businesses, Redi-Data's consumer and business databases are the most comprehensive and up-to-date postal and email lists on the market. Highly detailed consumer profile criteria include home value and income, as well as targeted information such as

demographics and buying habits, while business data can be searched by tens of thousands of SIC codes and selects including name, address, phone number, employee size, sales volume, headquarters and more.

### HCP Reach®

Redi-Data HCP Reach combines proprietary mobile matching algorithms and databases with traditional identification methods to optimize HCP targeted marketing initiatives. With access to over 650 million mobile device IDs, HCP Reach delivers increased visibility and insight to mobile web visitors and yields vital information such as name, medical specialty, practice location and NPI# to better execute relevant, specific communications.

### ICD-9 and ICD-10 Data

Identify the right audience for your next campaign by creating a complete picture of healthcare providers using insurance claims data combined with prescribing habits, and demographic information such as hospital or group affiliation. Redi-Data's insurance claims data can be matched to physician prescribing data and is updated quarterly.

### Redi-Counts®

Redi-Counts is an online count system that makes list search and downloading quick and easy. At [ama.redicounts.com](http://ama.redicounts.com), customers can access Redi-Data's extensive consumer, business and specialty data and customize searches by dozens of selects, such as financial, geographic, occupation, SIC codes, ethnicity and more.

View and run counts on our free online count system at [ama.redicounts.com](http://ama.redicounts.com)

## WHO WE SERVE

Life Sciences Companies ▪ Agencies ▪ Hospitals ▪ CME/CE Providers  
Pharmaceutical Manufacturers ▪ Financial Services ▪ Commercial/Non-Profit Organizations

**REDI-DATA... BETTER DATA, BETTER OUTCOMES**

973.227.4380 | [sales@redidata.com](mailto:sales@redidata.com) | [redidata.com](http://redidata.com)