

FRONTLINE HEALTHCARE PRACTITIONER

EMAIL DATABASE AUDIT

AS OF JUNE 2017



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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DESCRIPTION OF LIST AND SOURCE NAMES

FRONTLINE HEALTHCARE PRACTITIONER is a database of healthcare practitioners including physicians, nurse practitioners, and physician assistants in the U.S. The database is compiled and updated continuously from various list sources. Healthcare professionals in the database are verified against the National Provider Identifier (NPI) records.

LIST TOTAL

List Total as of June 2017 is 779,180.

METHOD OF CONFIRMATION

Demographic information reported herein was confirmed by BPA Worldwide through the following procedures: A sample was drawn by audit personnel using a random starting point and an interval selection thereafter. For the selection:

- a. A confirmation e-mail test was conducted to verify accuracy of all sources.
- b. A comparison of the database names to the list sources was made.

PURPOSE

The data reported is an analysis and verification of the Frontline Healthcare Practitioner database. Paragraph 3a provides a breakdown of medical specialties.

LIST TOTAL

	TOTAL QUALIFIED	PERCENT OF TOTAL
	779,180	100.0

*DELIVERABILITY

	TOTAL QUALIFIED	PERCENT OF TOTAL
	698,488	90.0

*See Additional Data

E-MAIL/NAME MATCH

	TOTAL QUALIFIED	PERCENT OF TOTAL
Emails have been linked to the doctor	645,534	82.8
Emails could not be linked to the doctor due to the use of personal email accounts and/or unrecognized commercial domains	133,646	17.2
TOTAL	779,180	100.0

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF JUNE 2017

MEDICAL SPECIALTY	TOTAL QUALIFIED	PERCENT OF TOTAL
Addiction Medicine	952	0.1
Adolescent Medicine	2,356	0.3
Adult Medicine	1,080	0.1
Adv Heart Failure & Transplant Cardiology	71	-
Aerospace Medicine	191	-
Allergy/Immunology	2,966	0.4
Anatomic Pathology	9,308	1.2
Anesthesiology	27,217	3.5
Blood Bank/Transfusion Medicine	187	-
Brain Injury Medicine	5	-
Cardiac Electrophysiology	1,568	0.2
Cardiothoracic Surgery	3,593	0.5
Cardiovascular Disease	15,940	2.1
Chemical Pathology	13	-
Child & Adolescent Psychiatry	3,953	0.5
Child Abuse Pediatrics	53	-
Child Neurology	1,150	0.2
Clinical & Lab Dermatological Immunology	37	-
Clinical and Laboratory Immunology	79	-
Clinical Cytogenetics	33	-
Clinical Genetics	537	0.1
Clinical Neurophysiology	231	-
Clinical Pathology	821	0.1
Colon & Rectal Surgery	1,044	0.1
Critical Care Medicine	2,649	0.3
Critical Care Surgery	663	0.1
Cytopathology	180	-
Dermatology	7,863	1.0
Dermatopathology	537	0.1
Developmental - Behavioral Pediatrics	555	0.1
Diagnostic Radiology	24,495	3.1
Emergency Medical Services	2,226	0.3
Emergency Medicine	33,484	4.3
Emergency Sports Medicine	68	-
Endocrinology	5,314	0.7
Facial Plastic Surgery	356	-
Family Medicine	71,972	9.2
Family Medicine/Preventative Medicine	1	-
Female Pelvic Med & Reconstruct Surg	363	-
Foot and Ankle, Orthopedics	428	0.1
Forensic Pathology	175	-
Forensic Psychiatry	239	-
Gastroenterology	10,495	1.4
General Practice	6,935	0.9
General Surgery	19,407	2.5
Geriatric Medicine	3,496	0.5
Geriatric Psychiatry	540	0.1
Gynecological Oncology	912	0.1
Gynecology	2,338	0.3
Hand Surgery	1,518	0.2
Hand Surgery Plastic	213	-
Hematology	762	0.1
Hematology & Oncology	7,593	1.0
Hepatology	176	-
Hospice & Palliative Medicine	1,038	0.1
Hospitalist	6,746	0.9
Immunology	18	-
Infectious Disease	5,740	0.7
Internal Medicine	77,722	10.0
Interventional Cardiology	2,909	0.4
Legal Medicine	37	-
Maternal and Fetal Medicine	1,514	0.2
Medical Genetics	51	-
Medical Microbiology	15	-
Medical Toxicology, Emergency	80	-
Molecular Genetic Pathology	44	-
Neonatal-Perinatal Medicine	3,816	0.5

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF JUNE 2017

MEDICAL SPECIALTY	TOTAL QUALIFIED	PERCENT OF TOTAL
Nephrology	7,002	0.9
Neurodevelopmental Disabilities	179	-
Neurological Surgery	4,488	0.6
Neurology	10,520	1.4
Neuromuscular Medicine, Neurology	79	-
Neuroradiology	800	0.1
Nuclear Cardiology	100	-
Nuclear Medicine	379	0.1
Nuclear Radiology	229	-
Obstetrics	743	0.1
Obstetrics & Gynecology	25,396	3.3
Occupational Medicine	1,711	0.2
Oncology	2,451	0.3
Ophthalmic Plastic & Reconstructive Surgery	1,691	0.2
Ophthalmology	14,683	1.9
Oral & Maxillofacial Surgery	376	0.1
Orthopedic Surgery	16,750	2.2
Orthopedic Surgery of the Spine	1,251	0.2
Orthopedic Surgery/Sports Medicine	1,771	0.2
Orthopedic Trauma	435	0.1
Osteopathic Manipulative Medicine	576	0.1
Otolaryngology	6,496	0.8
Pain Medicine	1,806	0.2
Pain Medicine, Anesthesiology	2,343	0.3
Pain Medicine, Neurology	110	-
Pain Medicine, Phys Medicine & Rehab	965	0.1
Pathology	84	-
Pediatric Allergy	263	-
Pediatric Anesthesiology	673	0.1
Pediatric Cardiology	1,673	0.2
Pediatric Critical Care Medicine	1,474	0.2
Pediatric Dermatology	103	-
Pediatric Emergency Medicine (Pediatrics)	1,677	0.2
Pediatric Endocrinology	1,024	0.1
Pediatric Gastroenterology	1,056	0.1
Pediatric Hematology-Oncology	1,692	0.2
Pediatric Infectious Diseases	771	0.1
Pediatric Orthopedics	407	0.1
Pediatric Otolaryngology	311	-
Pediatric Pathology	118	-
Pediatric Pulmonology	758	0.1
Pediatric Radiology	422	0.1
Pediatric Rehabilitation Medicine	146	-
Pediatric Rheumatology	246	-
Pediatric Surgery	804	0.1
Pediatric Transplant Hepatology	6	-
Pediatric Urology	241	-
Pediatrics	41,851	5.4
Pediatrics, Nephrology	499	0.1
Pharmaceutical Medicine	37	-
Phlebology	67	-
Physical Therapy	6,176	0.8
Plastic Surgery	3,146	0.4
Plastic Surgery within Head & Neck, OTO	401	0.1
Procedural Dermatology	479	0.1
Psychiatry	28,731	3.7
Psychosomatic Medicine	196	-
Public Health & Gen Preventive Med	800	0.1
Pulmonary Medicine	8,668	1.1
Radiation Oncology	3,613	0.5
Radiological Physics	19	-
Radiology	648	0.1
Reproductive Endocrinology	832	0.1
Rheumatology	3,889	0.5
Sleep Medicine	733	0.1
Spinal Cord Injury	128	-
Sports Medicine	1,822	0.2

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF JUNE 2017

MEDICAL SPECIALTY	TOTAL QUALIFIED	PERCENT OF TOTAL
Surgical Oncology	905	0.1
Transplant Hepatology	33	-
Transplant Surgery	462	0.1
Trauma Surgery	583	0.1
Undersea & Hyperbaric Medicine	206	-
Urology	8,742	1.1
Vascular & Interventional Radiology	1,616	0.2
Vascular Neurology	200	-
Vascular Surgery	2,724	0.4
SUBTOTAL	614,553	78.9
Nurse Practitioner	108,431	13.9
Physician Assistants	56,196	7.2
GRAND TOTAL	779,180	100.0

ADDITIONAL DATA

VERIFICATION MAILING:

In addition to the verification against the National Provider Identifier (NPI), a verification test was conducted on a randomly selected sample of 309 names for deliverability.

The records maintained by this publication for the period covered by this report have been examined by BPA Worldwide. The examination was made in accordance with auditing procedures generally employed by the Corporation and accordingly included such tests of the records and such other auditing procedures as considered necessary under the circumstances. Based on our examination, the data shown in this report present fairly and accurately the records of this publication.

BPA Worldwide

Shelton, CT

September 13, 2017

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