

# FRONTLINE HEALTHCARE PRACTITIONER

## INITIAL DATABASE AUDIT AS OF JUNE 2015



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 and the InfoGroup Physician File.

### LIST TOTAL

List Total as of June 2015 is 809,439

### 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 letter test was conducted to verify accuracy of all sources.
- b. A comparison of the subscriber file 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. The geographic analysis provides state/territory information. Additional data provides percentage of deliverability.

### DUPLICATION

The level of duplicate records on the database was found to be 0.7% or 5,336 of total.

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF JUNE 2015

MEDICAL SPECIALTY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Allergy	953	0.1
ADL Adolescent Medicine	53	-
ADM Addiction Medicine	1,130	0.1
ADP Addiction Psychiatry	265	-
AI Allergy & Immunology	2,711	0.3
AMF Adolescent Medicine (Family Practice)	2,250	0.3
AN Anesthesiology	29,960	3.7
AS Abdominal Surgery	8	-
ATP Anatomic Pathology	1,784	0.2
BBK Pathology, Blood Banking	190	-
CBG Clinical Biochemical Genetics	34	-
CCA Anesthesiology, Critical Care	3	-
CCM Critical Care Medicine	3,791	0.5
CCP Pediatric Critical Care Medicine	93	-
CD Cardiovascular Disease	17,774	2.2
CG Clinical Genetics	518	0.1
CHN Child Neurology	91	-
CHP Child & Adolescent Psychiatry	3,453	0.4
CLP Pathology, Clinical	37	-
CMG Clinical Molecular Genetics	26	-
CN Clinical Neurophysiology	256	-
CRS Colon & Rectal Surgery	1,186	0.2
D Dermatology	9,625	1.2
DBP Developmental - Behavioral Pediatrics	559	0.1
DDL Dermatological Immunology / Diagnostic Laboratory Immunology	62	-
DIA Diabetes	22	-
DMP Dermatopathology	598	0.1
DR Diagnostic Radiology	26,859	3.3
EM Emergency Medicine	36,008	4.5
END Endocrinology, Diabetes, Metabolism	5,462	0.7
FM Family Medicine	85,767	10.6
FOP Forensic Pathology	200	-
FP Family Practice	2,150	0.3
FPS Facial Plastic Surgery	855	0.1
GE Gastroenterology	11,692	1.4
GO Gynecological Oncology	946	0.1
GP General Practice	5,750	0.7
GPM General Preventive Medicine	561	0.1
GS General Surgery	21,745	2.7
GYN Gynecology	3,109	0.4
HEM Hematology	1,034	0.1
HEP Hepatology	171	-
HNS Head & Neck Surgery	9	-
HNS Surgery, Head and Neck	413	0.1
HO Hematology & Oncology	8,163	1.0
HOS Hospitalist	5,109	0.6
HPM Hospice & Palliative Medicine	890	0.1
HS Hand Surgery	1,514	0.2
IC Interventional Cardiology	2,455	0.3
ICE Clinical Cardiac Electrophysiology	1,398	0.2
ID Infectious Disease	5,030	0.6
IG Immunology	108	-
IM Internal Medicine	86,464	10.7
LM Legal Medicine	47	-
MFM Maternal and Fetal Medicine	1,530	0.2
MG Medical Genetics	5	-
MGP Molecular Genetic Pathology (Pathology)	39	-
MM Medical Microbiology	23	-
MPD Internal Medicine Pediatrics	14	-
N Neurology	13,728	1.7
NEP Nephrology	7,059	0.9
NM Nuclear Medicine	507	0.1
NPM Neonatal-Perinatal Medicine	3,829	0.5
NR Nuclear Radiology	948	0.1
NS Neurological Surgery	4,962	0.6
NTR Nutrition	4	-
OAR Adult Reconstructive Orthopedic Surgery	624	0.1

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF JUNE 2015**

MEDICAL SPECIALTY	TOTAL QUALIFIED	PERCENT OF TOTAL
OBG Obstetrics & Gynecology	31,032	3.8
OFA Foot & Ankle Orthopedics	22	-
OFA Foot and Ankle Orthopedics	498	0.1
OMF Oral & Maxillofacial Surgery	299	-
OMM Occupational Medicine	1,650	0.2
OMO Orthopedic, Musculoskeletal Oncology	8	-
ON Medical Oncology	2,738	0.3
OP Pediatric Orthopedics	390	0.1
OPH Ophthalmology	18,299	2.3
ORS Orthopedic Surgery	18,557	2.3
OSS Orthopedic Surgery of the Spine	1,363	0.2
OTO Otolaryngology	7,036	0.9
OTR Orthopedic Trauma	414	0.1
P Psychiatry	31,764	3.9
PAN Pediatric Anesthesiology	662	0.1
PCC Pulmonary Critical Care Medicine	12	-
PD Pediatrics	45,355	5.6
PDA Pediatrics, Pulmonology	304	-
PDC Pediatric Cardiology	1,846	0.2
PDD Pediatric Dermatology	89	-
PDE Pediatrics, Endocrinology	1,046	0.1
PDI Pediatric Infectious Diseases	704	0.1
PDO Pediatric Otolaryngology	323	-
PDP Pediatrics, Pulmonology	821	0.1
PDR Radiology, Pediatrics	14	-
PDS Pediatric Surgery	851	0.1
PEM Pediatric Emergency Medicine (Pediatrics)	1,613	0.2
PFM Forensic Psychiatry	280	-
PG Pediatric Gastroenterology	1,092	0.1
PHO Pediatric Hematology-Oncology	1,776	0.2
PHP Public Health & Gen Preventive Med	660	0.1
PLM Palliative Medicine	22	-
PM Physical Medicine & Rehabilitation	6,515	0.8
PMD Pain Medicine	22	-
PME Interventional Pain Medicine	5,008	0.6
PN Pediatrics, Nephrology	517	0.1
PP Pediatric Pathology	1	-
PPR Pediatric Rheumatology	227	-
PRD Procedural Dermatology	456	0.1
PRS Sports Medicine	3,378	0.4
PS Plastic Surgery	6,082	0.8
PTH Anatomic Pathology & Clinical Pathology	9,865	1.2
PTX Medical Toxicology (Preventative Medicine)	85	-
PUD Pulmonary Disease	8,661	1.1
PYA Psychoanalysis	15	-
PYG Geriatric Psychiatry	481	0.1
PYM Psychosomatic Medicine	184	-
R Radiology	854	0.1
REN Reproductive Endocrinology	1,121	0.1
RHU Rheumatology	4,377	0.5
RNR Neuroradiology	29	0.0
RO Radiation Oncology	5,025	0.6
SO Surgical Oncology	798	0.1
TRS Trauma Surgery	551	0.1
TS Thoracic Surgery (Cardiothoracic Vascular Surgery)	3,821	0.5
TTS Transplant Surgery	452	0.1
U Urology	9,216	1.1
UCM Urgent Care Medicine	8	-
UM Undersea & Hyperbaric Medicine	178	-
VIR Vascular & Interventional Radiology	1,402	0.2
VN Vascular Neurology	4	-
VS Vascular Surgery	3,200	0.4
Other	1,817	0.2
<b>TOTAL PHYSICIANS</b>	<b>670,503</b>	<b>82.8</b>
Nurse Practitioner	85,476	10.6
Physician Assistants	53,460	6.6
<b>GRAND TOTAL</b>	<b>809,439</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2015**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	4,580		Kentucky	10,598	
New Hampshire	4,460		Tennessee	16,843	
Vermont	2,153		Alabama	9,377	
Massachusetts	28,758		Mississippi	6,058	
Rhode Island	3,864		<b>EAST SO. CENTRAL</b>	<b>42,876</b>	<b>5.3</b>
Connecticut	12,373		Arkansas	5,607	
<b>NEW ENGLAND</b>	<b>56,188</b>	<b>6.9</b>	Louisiana	10,451	
New York	61,342		Oklahoma	8,538	
New Jersey	21,228		Texas	52,951	
Pennsylvania	41,394		<b>WEST SO. CENTRAL</b>	<b>77,547</b>	<b>9.6</b>
<b>MIDDLE ATLANTIC</b>	<b>123,964</b>	<b>15.3</b>	Montana	2,689	
Ohio	30,985		Idaho	3,313	
Indiana	15,121		Wyoming	1,186	
Illinois	32,961		Colorado	14,544	
Michigan	28,921		New Mexico	5,089	
Wisconsin	16,670		Arizona	15,713	
<b>EAST NO. CENTRAL</b>	<b>124,658</b>	<b>15.4</b>	Utah	6,253	
Minnesota	17,162		Nevada	5,196	
Iowa	7,659		<b>MOUNTAIN</b>	<b>53,983</b>	<b>6.7</b>
Missouri	16,730		Alaska	2,129	
North Dakota	2,164		Washington	19,843	
South Dakota	2,394		Oregon	10,779	
Nebraska	4,992		California	81,017	
Kansas	7,240		Hawaii	3,335	
<b>WEST NO. CENTRAL</b>	<b>58,341</b>	<b>7.2</b>	<b>PACIFIC</b>	<b>117,103</b>	<b>14.5</b>
Delaware	2,823		<b>UNITED STATES</b>	<b>807,387</b>	<b>99.8</b>
Maryland	18,184		U.S. Territories	1,783	
Washington, DC	4,461		Canada	-	
Virginia	18,990		Mexico	-	
West Virginia	4,582		Other International	11	
North Carolina	24,144		APO/FPO	258	
South Carolina	10,526				
Georgia	21,401				
Florida	47,616				
<b>SOUTH ATLANTIC</b>	<b>152,727</b>	<b>18.9</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>809,439</b>	<b>100.0</b>

**ADDITIONAL DATA**

**1. STANDARD LIST RENTAL POLICY AND PRICES:**

Available upon request.

**2. VERIFICATION MAILING:**

In addition to the examination of the physical records maintained by the list owner, to verify the data reported in section 3a and Geographic Distribution, a verification test was conducted on a randomly selected sample of 124 names for deliverability.

The following is an analysis of the results of this test.

**3. DELIVERABILITY:**

Based on the number of verification letters returned by the Postal Service, the deliverability of the list was 97.0% or 785,156.

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

November 18, 2015

TYPE: Database

ID Number: F327L0J5

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