



Dear NAPR Member:

One of the many benefits of your NAPR membership is a **special discount** on the American Medical Association (**AMA**) and American Osteopathic Association (**AOA**) physician lists from **Medical Marketing Service, Inc. (MMS), Official List Provider of the NAPR**. The NAPR member list rental price is just **\$30/M with a \$300 minimum** (see the enclosed catalog or our Web site--[www.mmslists.com](http://www.mmslists.com)--for royalties, selection, service and material charges).

One of our newest list lets your reach over 14,000 sought after **HOSPITALISTS**—see page 27 of the enclosed catalog.

You can also **e-mail to more than 1.5 million healthcare professional. Reach nearly 500,000 physicians** with **Med-E-Mail<sup>SM</sup>**, MMS's Physician E-mail Marketing Service--a particularly effective way to drive physician traffic to your Web site. We can also help you reach NPs, PAs, pharmacists and virtually any other healthcare professional via email—see pages 3-8 for specifics.

The AMA list **includes all active U.S. physicians**, both members and nonmembers of the Association. MMS Multidimensional Lists<sup>SM</sup> **pinpoint perfect prospects for your positions**.

MMS has the **fastest turnaround available**. For the ultimate in speed, our **NOWW on the Net<sup>SM</sup>** system lets you run list counts and download lists for AMA Physicians and other popular MMS lists in just minutes. To register, see our Web site at [www.mmslists.com](http://www.mmslists.com), or call 1-800-MED-LIST (633-5478).

One of the most popular MMS services among NAPR members is the **born, trained, and/or licensed** selection from the AMA list. This feature makes searches **more efficient and effective** by focusing on physicians who have “ties” to a particular area, and are therefore more likely to be interested in specific opportunities there. You can order the born, trained, and/or licensed selection offline through MMS's sales and service staff, or online via **NOWW on the Net**.

In addition to these options and other AMA targeting criteria (including specialty, residency training program and completion date, age, gender, type of practice, and board certification), MMS now offers **Recruitment Targeting Data** (*not AMA data*) that empowers you to **source more efficiently than ever before**, by targeting physicians who

- **Requested information** regarding practice opportunities
- Expressed **willingness to relocate**
- Indicated their **geographic preferences** for practice opportunities
- Expressed interest in **locum tenens** opportunities

You can recruit physicians based on **activities and interests** (e.g., hunting, fishing) that match up with recreational resources associated with practice opportunities.

You can also **target physicians who prefer receiving information via direct mail**.

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In addition to U.S. physicians, we also offer a **full line of domestic and international healthcare professional lists**, including

### **PHYSICIANS**

- **Canadian Physicians**—Selectable by primary language (English or French)
- **The American Academy of Pediatrics**—AAP member pediatricians
- **The American College of Physicians**—ACP member internists
- **The Transplant Masterfile**—the authoritative source of Who's Who in transplantation
- **The American Academy of Cosmetic Surgery**—AACCS members

### **PAs and NPs**

- **The American Academy of Physician Assistants**—PAs and students
- **Nurse Practitioners**—NPs, primarily at home addresses
- **HealthPro-E-Mail<sup>SM</sup> Broadcast Service**—to over 120,000 Health Professionals

### **PHARMACISTS**

- **The American Academy of Medical Administrators lists**—An excellent family of lists for recruiting cardiovascular, healthcare information, managed care, oncology, and federal sector healthcare administrators, as well as contingency planners
- **The American Society of Health-System Pharmacists, the American Pharmaceutical Association, and the American College of Clinical Pharmacy**—Excellent lists you can use to help address the pharmacist shortage

### **OTHER HEALTH PROFESSIONALS**

- **The American Association of Diabetes Educators**—AADE members
- **The American Dental Association**—Dentists and students
- **Nurses**—perhaps the hottest profession in the recruitment market
- **Physical Therapists**—licensed PTs and PT assistants
- **Occupational Therapists**—licensed OTs and OT assistants
- **HealthPro-E-Mail<sup>SM</sup> Broadcast Service**—to nearly 1 million Health Professionals

For the most current information on MMS lists, see the enclosed catalog, refer to our Web site at [www.mmslists.com](http://www.mmslists.com), or call 1-800-MED-LIST (633-5478).

PS--We look forward to welcoming you personally at the next NAPR meeting, so be sure to stop by our exhibit!