



## Peak Medical Email Database 2.2 million +

Overview : Peak Medical Data has created an Opt In Database of medical professionals who have opted in to receive medical related broadcasts. Broadcasts are limited to: Seminar/CME announcements, Medical Product Announcements, Pharmaceutical Launches/Recalls. Peak provides a broadcast service to the physicians. HDE does not release the email address to any third parties.

### Selections:

Physicians	Nurses
NP	PA
Pharmacists	Hospital Executives
Allied Health	

### Can Spam Act of 2003 Compliance Requirements:

- Clear and conspicuous identification that the email is an advertisement or solicitation.
- A valid physical address must be included. PO Boxes may not be used.
- All broadcasts will include an opt – out option. HDE will provide the hyper link to collect the opt out physicians.

### Formats and Data Processing:

- Peak can transmit in either text or html
- Peak can not manipulate any text or graphics. Emails must arrive in final version.
- An additional cost may be incurred for 3D, elaborate graphics or animation.
- Supply text for the “subject line”
- Supply text for the “from line”

### COST:

Broadcast Cost	\$ 450.00/M
Minimum	\$1,350.00 Flat
AMA Royalty	\$ 20.75/M
CME Royalty	\$ 13.50/M
Personalization	\$ 150.00 Flat
Set Up/Data Merge	\$ 150.00 Flat
High Prescriber Selects	Inquire

Minimum order - 3,000 records  
Peak Terms and Conditions Apply

## Contact

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