



# DATABASE AUDIT REPORT

**B2B Media**

As of February 2024



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**DESCRIPTION OF LIST AND SOURCE NAMES:** OneKey is a database of healthcare professionals at healthcare sites. The proprietary database from IQVIA is compiled and updated continuously through web research, customer inquiries and change requests, IQVIA transactional data, and trusted industry and government sources. The OneKey database supports sales, marketing, research and compliance initiatives for life sciences, medical equipment and device companies, healthcare IT providers, managed care, direct marketing, publishing, government, insurance, education, pharmacies, food services and other stakeholders.

**LIST TOTAL:** List total as of February 2024 is 2,111,403.

**PURPOSE:** The data reported herein is an analysis of the business/function.

**METHOD OF CONFIRMATION:** Demographic information as reported herein, including name, title/function, and address were confirmed by AAM 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 test verification was conducted to verify accuracy of the list sources.

**DUPLICATION:** The level of healthcare professionals at multiple locations in the database was found to be 58.1% or 1,227,047 users.

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**BUSINESS/OCCUPATIONAL ANALYSIS**

	<b>Total Qualified</b>	<b>Percent of Total</b>
<b>Hospital List</b>		
Addiction Medicine	75	0.0
Addiction Psychiatry	154	0.0
Adolescent Medicine (Pediatrics)	81	0.0
Adult Cardiothoracic Anesthesiology	501	0.0
Adult Reconstructive Orthopedics	41	0.0
Advanced Heart Failure & Trnsplnt Cardio	46	0.0
Allergy & Immunology	215	0.0
Anatomic/Clinical Pathology	2,323	0.1
Anesthesiology	13,599	0.6
Cardiovascular Disease	2,490	0.1
Child & Adolescent Psychiatry	1,133	0.1
Child Neurology	422	0.0
Clinical Cardiac Electrophysiology	211	0.0
Clinical Neurophysiology	160	0.0
Colon & Rectal Surgery	177	0.0
Critical Care Medicine (Anesthesiology)	621	0.0
Critical Care Medicine (Im)	765	0.0
Cytopathology	242	0.0
Dermatology	556	0.0
Dermatopathology	75	0.0
Developmental/Behavioral Pediatrics	55	0.0
Diagnostic Radiology	5,184	0.2
Emergency Medicine	26,005	1.2
Endocrinology Diabetes & Metabolism	630	0.0
Epilepsy	55	0.0
Facial Plastic Surgery	13	0.0
Family Medicine	10,037	0.5
Foot & Ankle Orthopedics	12	0.0
Forensic Psychiatry	209	0.0
Gastroenterology	1,398	0.1
General Practice	937	0.0
General Preventive Medicine	177	0.0
General Surgery	6,453	0.3
Geriatric Medicine (Family Medicine)	123	0.0
Geriatric Medicine (Internal Medicine)	710	0.0
Geriatric Psychiatry	284	0.0
Gynecological Oncology	128	0.0
Gynecology	50	0.0
Hand Surgery	42	0.0
Hand Surgery (Orthopedics)	70	0.0
Hematology (Internal Medicine)	103	0.0
Hematology (Pathology)	252	0.0
Hematology/Oncology	1,518	0.1
Hospice & Palliative Medicine	493	0.0
Hospitalist	6,076	0.3
Infectious Disease	1,405	0.1
Internal Medicine	35,456	1.7
Internal Medicine/Pediatrics	1,009	0.0
Interventional Cardiology	255	0.0

**BUSINESS/OCCUPATIONAL ANALYSIS (Continued)**

	<b>Total Qualified</b>	<b>Percent of Total</b>
Interventional Radiology-Integrated	213	0.0
Maternal & Fetal Medicine	176	0.0
Medical Genetics	149	0.0
Medical Oncology	332	0.0
Musculoskeletal Radiology	61	0.0
Neonatal-Perinatal Medicine	1,960	0.1
Nephrology	1,044	0.0
Neurological Surgery	953	0.0
Neurology	2,706	0.1
Neuromuscular Medicine (Neurology)	64	0.0
Neuroradiology	688	0.0
Nuclear Medicine	278	0.0
Nurse Practitioner	76,052	3.6
Obstetrics & Gynecology	4,545	0.2
Occupational Medicine	99	0.0
Ophthalmology	915	0.0
Optometrist	577	0.0
Oral & Maxillofacial Surgery	60	0.0
Orthopedic Surgery	2,286	0.1
Orthopedic Surgery Of The Spine	37	0.0
Orthopedic Trauma	42	0.0
Otolaryngology	1,031	0.0
Pain Medicine	397	0.0
Pain Medicine (Anesthesiology)	182	0.0
Pain Medicine (Pm & Rehab)	22	0.0
Pediatric Anesthesiology	837	0.0
Pediatric Cardiology	700	0.0
Pediatric Critical Care Medicine	1,067	0.1
Pediatric Emergency Medicine	248	0.0
Pediatric Emergency Medicine (Ped)	875	0.0
Pediatric Endocrinology	225	0.0
Pediatric Gastroenterology	369	0.0
Pediatric Hematology/Oncology	809	0.0
Pediatric Infectious Disease	250	0.0
Pediatric Nephrology	160	0.0
Pediatric Ophthalmology	9	0.0
Pediatric Orthopedics	97	0.0
Pediatric Otolaryngology	69	0.0
Pediatric Pulmonology	202	0.0
Pediatric Radiology	301	0.0
Pediatric Rheumatology	108	0.0
Pediatric Surgery	188	0.0
Pediatric Urology	71	0.0
Pediatrics	9,940	0.5
Physical Medicine & Rehabilitation	2,040	0.1
Physician Assistant	36,996	1.8
Plastic Surgery	573	0.0
Podiatrist	1,158	0.1
Psychiatry	7,890	0.4
Psychiatry/Neurology	236	0.0
Pulmonary Critical Care Medicine	1,962	0.1

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**BUSINESS/OCCUPATIONAL ANALYSIS (Continued)**

	<b>Total Qualified</b>	<b>Percent of Total</b>
Pulmonary Disease	696	0.0
Radiation Oncology	907	0.0
Radiology	558	0.0
Reproductive Endocrinology & Infertility	35	0.0
Retinal Specialist	3	0.0
Rheumatology	467	0.0
Selective Pathology	171	0.0
Sleep Medicine	160	0.0
Sports Medicine (Family Medicine)	76	0.0
Sports Medicine (Orthopedic Surgery)	118	0.0
Student Health Care	7,760	0.4
Surgical Critical Care (Surgery)	548	0.0
Surgical Oncology	173	0.0
Thoracic Surgery	669	0.0
Transitional Year	304	0.0
Transplant Surgery	84	0.0
Urology	1,184	0.1
Vascular & Interventional Radiology	763	0.0
Vascular Neurology	119	0.0
Vascular Surgery	515	0.0
Duplicated Users	290,328	13.8
<b>Hospital List Sub-Total</b>	<b>590,913</b>	<b>26.9</b>
<b>Outpatient Center List</b>		
Addiction Medicine	237	0.0
Addiction Psychiatry	206	0.0
Adolescent Medicine (Pediatrics)	228	0.0
Adult Cardiothoracic Anesthesiology	245	0.0
Adult Reconstructive Orthopedics	144	0.0
Advanced Heart Failure & Trnsplnt Cardio	96	0.0
Allergy & Immunology	1,619	0.1
Anatomic/Clinical Pathology	2,335	0.1
Anesthesiology	10,274	0.5
Cardiovascular Disease	8,348	0.4
Child & Adolescent Psychiatry	2,940	0.1
Child Neurology	697	0.0
Clinical Cardiac Electrophysiology	547	0.0
Clinical Neurophysiology	377	0.0
Colon & Rectal Surgery	675	0.0
Critical Care Medicine (Anesthesiology)	251	0.0
Critical Care Medicine (Im)	282	0.0
Cytopathology	310	0.0
Dermatology	7,598	0.4
Dermatopathology	326	0.0
Developmental/Behavioral Pediatrics	196	0.0
Diagnostic Radiology	6,340	0.3
Emergency Medicine	7,420	0.4
Endocrinology Diabetes & Metabolism	3,780	0.2
Epilepsy	137	0.0
Facial Plastic Surgery	218	0.0

**BUSINESS/OCCUPATIONAL ANALYSIS (Continued)**

	<b>Total Qualified</b>	<b>Percent of Total</b>
Family Medicine	67,128	3.2
Foot & Ankle Orthopedics	74	0.0
Forensic Psychiatry	195	0.0
Gastroenterology	4,610	0.2
General Practice	3,106	0.1
General Preventive Medicine	640	0.0
General Surgery	11,396	0.5
Geriatric Medicine (Family Medicine)	479	0.0
Geriatric Medicine (Internal Medicine)	1,498	0.1
Geriatric Psychiatry	284	0.0
Gynecological Oncology	333	0.0
Gynecology	726	0.0
Hand Surgery	286	0.0
Hand Surgery (Orthopedics)	348	0.0
Hematology (Internal Medicine)	195	0.0
Hematology (Pathology)	235	0.0
Hematology/Oncology	3,784	0.2
Hospice & Palliative Medicine	289	0.0
Hospitalist	1,485	0.1
Infectious Disease	3,074	0.1
Internal Medicine	48,704	2.3
Internal Medicine/Pediatrics	2,004	0.1
Interventional Cardiology	1,180	0.1
Interventional Radiology-Integrated	137	0.0
Maternal & Fetal Medicine	306	0.0
Medical Genetics	208	0.0
Medical Oncology	802	0.0
Musculoskeletal Radiology	91	0.0
Neonatal-Perinatal Medicine	750	0.0
Nephrology	2,678	0.1
Neurological Surgery	2,623	0.1
Neurology	7,504	0.4
Neuromuscular Medicine (Neurology)	129	0.0
Neuroradiology	783	0.0
Nuclear Medicine	205	0.0
Nurse Practitioner	147,802	7.0
Obstetrics & Gynecology	17,441	0.8
Occupational Medicine	676	0.0
Ophthalmology	6,972	0.3
Optometrist	27,042	1.3
Oral & Maxillofacial Surgery	717	0.0
Orthopedic Surgery	7,544	0.4
Orthopedic Surgery Of The Spine	269	0.0
Orthopedic Trauma	90	0.0
Otolaryngology	4,244	0.2
Pain Medicine	1,182	0.1
Pain Medicine (Anesthesiology)	604	0.0
Pain Medicine (Pm & Rehab)	155	0.0
Pediatric Anesthesiology	332	0.0

**BUSINESS/OCCUPATIONAL ANALYSIS (Continued)**

	<b>Total Qualified</b>	<b>Percent of Total</b>
Pediatric Cardiology	598	0.0
Pediatric Critical Care Medicine	284	0.0
Pediatric Emergency Medicine	64	0.0
Pediatric Emergency Medicine (Ped)	194	0.0
Pediatric Endocrinology	492	0.0
Pediatric Gastroenterology	465	0.0
Pediatric Hematology/Oncology	583	0.0
Pediatric Infectious Disease	251	0.0
Pediatric Nephrology	199	0.0
Pediatric Ophthalmology	86	0.0
Pediatric Orthopedics	143	0.0
Pediatric Otolaryngology	100	0.0
Pediatric Pulmonology	300	0.0
Pediatric Radiology	178	0.0
Pediatric Rheumatology	90	0.0
Pediatric Surgery	259	0.0
Pediatric Urology	94	0.0
Pediatrics	29,353	1.4
Physical Medicine & Rehabilitation	3,486	0.2
Physician Assistant	57,461	2.7
Plastic Surgery	3,455	0.2
Podiatrist	8,485	0.4
Psychiatry	14,674	0.7
Psychiatry/Neurology	271	0.0
Pulmonary Critical Care Medicine	2,941	0.1
Pulmonary Disease	2,497	0.1
Radiation Oncology	1,539	0.1
Radiology	608	0.0
Reproductive Endocrinology & Infertility	365	0.0
Retinal Specialist	29	0.0
Rheumatology	2,862	0.1
Selective Pathology	181	0.0
Sleep Medicine	396	0.0
Sports Medicine (Family Medicine)	873	0.0
Sports Medicine (Orthopedic Surgery)	688	0.0
Student Health Care	1,419	0.1
Surgical Critical Care (Surgery)	544	0.0
Surgical Oncology	296	0.0
Thoracic Surgery	1,392	0.1
Transitional Year	99	0.0
Transplant Surgery	128	0.0
Urology	4,015	0.2
Vascular & Interventional Radiology	660	0.0
Vascular Neurology	216	0.0
Vascular Surgery	1,293	0.1
Duplicated Users	936,719	44.4
<b>Outpatient Center List Sub-Total</b>	<b>1,520,490</b>	<b>71.1</b>
<b>TOTAL</b>	<b>2,111,403</b>	<b>100.0</b>

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**MAILING ADDRESS ANALYSIS**

	<b>Total Qualified</b>	<b>Percent</b>
Individual by Name and Title and/or Occupation	884,356	41.9
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee	1,227,047	58.1
<b>Total Qualified Subscriptions</b>	<b>2,111,403</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>2,111,403</b>	<b>100.0</b>

## GEOGRAPHIC ANALYSIS

State	Total Qualified
Alabama	26,003
Arizona	15,506
Arkansas	45,450
California	203,180
Colorado	36,819
Connecticut	29,819
Delaware	7,606
District of Columbia	13,076
Florida	143,878
Georgia	60,152
Idaho	21,258
Illinois	11,875
Indiana	76,762
Iowa	43,411
Kansas	17,481
Kentucky	28,983
Louisiana	28,332
Maine	60,911
Maryland	49,406
Massachusetts	10,630
Michigan	66,741
Minnesota	41,334
Mississippi	42,289
Missouri	19,916
Montana	7,336
Nebraska	68,793
Nevada	6,150
New Hampshire	14,074
New Jersey	10,763
New Mexico	62,620
New York	10,458
North Carolina	15,949
North Dakota	144,002
Ohio	89,481
Oklahoma	20,910
Oregon	26,682
Pennsylvania	95,686
Rhode Island	8,858
South Carolina	32,315
South Dakota	6,570
Tennessee	45,116
Texas	147,877
Utah	16,468
Vermont	56,392
Virginia	4,666
Washington	47,962
West Virginia	37,893
Wisconsin	12,331
Wyoming	3,381
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>2,093,551</b>
Alaska	4,410
Hawaii	7,925
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>12,335</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>2,105,886</b>
Poss. & Other Areas	5,517
<b>U.S. &amp; POSS., etc.</b>	<b>5,517</b>
Canada	
International	
Military or Civilian Personnel Overseas	
<b>TOTAL INTERNATIONAL</b>	
E-Mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>2,111,403</b>



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## NOTES

### **Standard List Rental Policy And Prices:**

Available upon request.

### **Verification Mailing:**

In addition to the examination of the physical records maintained by the list owner, to verify the data reported in section Business/Occupational Analysis, Mailing Analysis, and the Geographical Analysis, a verification test was conducted on a randomly selected sample of 100 names for deliverability. The following is an analysis of the results of this test.

### **Deliverability:**

Based on the number of verification returned by The United States Postal Service software analysis, the deliverability of the list was 99.0%.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

***Alliance for Audited Media***