



DATABASE AUDIT

AS OF FEBRUARY 2018



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.

2601 Main Street, Suite #650
Irvine, CA 92614-4228
Tel. No.: (949) 476-2051
Fax No.: (949) 476-2168
www.iqvia.com

DESCRIPTION OF LIST AND SOURCE NAMES

OneKey (formerly SK&A) –Office-Based Physicians, Hospitals, Pharmacies.

OneKey (formerly SK&A) is a database of healthcare professionals at healthcare sites. The proprietary database from IQVIA is compiled and updated continuously through telephone research calls to group medical practices/office-based physician sites, hospitals, and pharmacies in the United States. The OneKey (formerly SK&A) database supports sales, marketing, research and compliance initiatives for life sciences, medical equipment and technology companies, healthcare IT, managed care, direct marketing, publishing, government, insurance, education, consultancies and other stakeholders.

LIST TOTAL

List total as of February 2018 is 1,664,144.

PURPOSE

The data reported herein is an analysis of the title/function.

METHOD OF CONFIRMATION

Demographic information as reported herein, including name, title/function, address, and date of contact were 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. Phone logs from AT&T were examined.
- b. Phone calls were made to each selected facility for verification.
- c. 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 12.6% or 210,285 users.

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF FEBRUARY 2018

BUSINESS/TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
GROUP MEDICAL PRACTICE/OFFICE-BASED PHYSICIAN LIST		
Alternative Medicine	587	-
Audiologist	2,054	0.1
Chiropractor	1,788	0.1
Counselor	50,453	3.0
Dentists	9,669	0.6
Hospitalist	7,096	0.4
Insurance/Billing Supervisor	5,581	0.3
Medical Assistant	26,000	1.6
Nurse Practitioner	32,434	2.0
Nutritionist	4,342	0.3
Occupational Therapist	1,087	0.1
Office Manager	63,258	3.8
Optometrists	8,553	0.5
Other Service Provider	4,291	0.3
Pharmacist	3,663	0.2
Physical Therapist	7,271	0.4
Physician	614,486	36.9
Physician Assistant	75,205	4.5
Podiatrists	11,272	0.7
Psychologist	9,676	0.6
Receptionist/Secretary	30,691	1.8
Registered Nurse	156,921	9.4
Social Worker	46,159	2.8
Technician/Technologist	10,097	0.6
Duplicated Users	171,055	10.3
GROUP MEDICAL PRACTICE/OFFICE-BASED PHYSICIAN LIST SUB-TOTAL	1,353,689	81.3
HOSPITAL LIST		
Board of Directors	2,782	0.2
Business Office Director	2,910	0.2
Chairman of the Board	2,235	0.1
Chief of Anesthesiology	1,074	0.1
Chief of Cardiology	519	-
Chief of Endocrinology	15	-
Chief of Gastroenterology	280	-
Chief of Internal Medicine	659	0.1
Chief of Laboratory	3,229	0.2
Chief of Neurosurgery	266	-
Chief of Nuclear Medicine	128	-
Chief of Obstetrics/Gynecology	1,465	0.1
Chief of Oncology	421	-
Chief of Orthopedic Surgery	529	-
Chief of Pediatrics	757	0.1
Chief of Radiology	1,875	0.1
Chief of Staff	1,005	0.1
Chief of Surgery	2,016	0.1
Chief of Urology	329	-
Chief Privacy Officer	592	-
Director of Admissions Services	1,801	0.1
Director of Ambulatory Surgery	140	-
Director of Blood Bank	314	-
Director of Burn Unit	7	-
Director of Case Management	1,166	0.1
Director of Catheterization Laboratory	316	-
Director of Central Supply	503	-
Director of Clinical and Biomedical Engineering	707	0.1
Director of Compliance & Audit Services	92	-
Director of Disease Management	4	-
Director of DRG Coding	193	-
Director of Emergency Room - Clinical	2,199	0.1
Director of Engineering/Maintenance	2,952	0.2

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF FEBRUARY 2018 (CONTINUED)

BUSINESS/TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Director of Environmental Services	2,061	0.1
Director of Family Practice	43	-
Director of Food Services	3,238	0.2
Director of Geriatric Programs	153	-
Director of Home Healthcare	587	-
Director of Hospitalist Services	46	-
Director of Housekeeping	154	-
Director of Human Resources	4,645	0.3
Director of Infection Control	2,054	0.1
Director of Inservice Training/Education	1,606	0.1
Director of Intensive Care Unit	1,254	0.1
Director of Managed Care	387	-
Director of Marketing	2,440	0.2
Director of Medical Records	1,337	0.1
Director of Medicare/Medicaid	155	-
Director of Neonatal Care	176	-
Director of Operating Room	1,523	0.1
Director of Outpatient Services	357	-
Director of Patient Relations	831	0.1
Director of Pharmacy	4,729	0.3
Director of Physical Therapy	2,515	0.2
Director of Physician Recruitment	790	0.1
Director of Psychiatric Services	778	0.1
Director of Public Relations	1,071	0.1
Director of Quality	2,267	0.2
Director of Radiology	3,681	0.2
Director of Respiratory Therapy	2,894	0.2
Director of Risk Management	1,309	0.1
Director of Safety Engineering	537	-
Director of Social Services	1,276	0.1
Director of Trauma	23	-
Director of Utilization Review	571	-
Formulary Director	173	-
Head of Administration (Administrator, GM, Other)	3,838	0.2
Head of Administration (CEO or President)	2,930	0.2
Head of Finance	6,287	0.4
Head of Information Services	5,388	0.3
Head of Materials Management	5,531	0.3
Head of Nursing	5,245	0.3
Head of Operations	3,718	0.2
Insurance/Billing Supervisor	314	-
Medical Director	5,018	0.3
Medical Staff Coordinator	3,522	0.2
Nurse Recruiter	604	-
Office Manager	1,599	0.1
PACS Administrator	608	-
Patient Safety Officer	476	-
Personnel Director	407	-
Pharmaceuticals and Therapeutics Committee Chair	229	-
Pharmacy Consultant	66	-
Physician Director of Emergency Room	2,240	0.1
Receptionist/Secretary	8,001	0.5
Duplicated Users	19,550	1.2
HOSPITAL LIST SUB-TOTAL	154,712	9.3
PHARMACY LIST		
Director of Pharmacy	6,866	0.4
Pharmacist	92,040	5.6
Pharmacist Intern	12,924	0.8
Pharmacy Consultant	385	-
Pharmacy Technician	23,848	1.4
Duplicated Users	19,680	1.2
PHARMACY LIST SUB-TOTAL	155,743	9.4
TOTAL QUALIFIED	1,664,144	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION AS OF FEBRUARY 2018 (See Additional Data)

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1,664,144	-	-	1,664,144	100.0
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,644,144	-	-	1,644,144	100.0
PERCENT	100.0	-	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION AS OF FEBRUARY 2018

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	1,453,859	87.4
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	210,285	12.6
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	1,664,144	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data 2014	Audited Data 2015	Audited Data 2016	Audited Data 2017	Audited Data 2018*
Total Audit Average Qualified:	1,677,209	1,675,944	1,692,860	1,695,108	1,664,144
Qualified Non-Paid:	**NC	**NC	**NC	**NC	**NC
Qualified Paid:	**NC	**NC	**NC	**NC	**NC
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC

*NOTE: All data through February 2018 is audited. With each successive year, new data will be added until five years of data is displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AS OF FEBRUARY 2018

State	Group Medical Practice/Office-Based			Total Qualified	Percent	State	Group Medical Practice/Office-Based			Total Qualified	Percent
	Physician List	Hospital List	Pharmacy List				Physician List	Hospital List	Pharmacy List		
Maine	6,983	1,082	768	8,833		Kentucky	19,603	3,030	2,348	24,981	
New Hampshire	6,865	914	712	8,491		Tennessee	34,113	3,606	9,019	46,738	
Vermont	2,680	534	335	3,549		Alabama	18,175	2,887	2,311	23,373	
Massachusetts	38,320	3,163	2,702	44,185		Mississippi	10,532	2,705	972	14,209	
Rhode Island	6,246	407	1,914	8,567		EAST SO. CENTRAL	82,423	12,228	14,650	109,301	6.6
Connecticut	20,806	1,286	1,757	23,849		Arkansas	12,098	2,207	1,268	15,573	
NEW ENGLAND	81,900	7,386	8,188	97,474	5.9	Louisiana	17,852	4,030	2,235	24,117	
New York	88,475	7,300	10,765	106,540		Oklahoma	15,020	3,069	1,684	19,773	
New Jersey	40,978	2,921	3,845	47,744		Texas	86,139	12,310	10,311	108,760	
Pennsylvania	61,492	6,463	6,292	74,247		WEST SO. CENTRAL	131,109	21,616	15,498	168,223	10.1
MIDDLE ATLANTIC	190,945	16,684	20,902	228,531	13.7	Montana	4,090	1,318	522	5,930	
Ohio	50,990	5,986	5,147	62,123		Idaho	6,437	1,101	1,064	8,602	
Indiana	28,332	3,980	2,244	34,556		Wyoming	2,145	676	214	3,035	
Illinois	52,837	5,865	5,027	63,729		Colorado	27,859	2,422	2,317	32,598	
Michigan	43,587	4,224	3,820	51,631		New Mexico	8,187	1,223	921	10,331	
Wisconsin	24,266	3,639	2,525	30,430		Arizona	26,428	2,290	3,073	31,791	
EAST NO. CENTRAL	200,012	23,694	18,763	242,469	14.6	Utah	11,792	1,524	805	14,121	
Minnesota	28,562	3,307	2,465	34,334		Nevada	9,463	1,146	1,690	12,299	
Iowa	11,307	3,369	1,575	16,251		MOUNTAIN	96,401	11,700	10,606	118,707	7.1
Missouri	24,548	3,926	2,784	31,258		Alaska	3,302	572	214	4,088	
North Dakota	3,431	1,003	387	4,821		Washington	33,589	2,499	3,319	39,407	
South Dakota	4,061	1,293	459	5,813		Oregon	22,439	1,659	1,910	26,008	
Nebraska	8,753	2,153	1,044	11,950		California	138,722	11,642	12,001	162,365	
Kansas	11,185	3,174	1,313	15,672		Hawaii	4,171	642	336	5,149	
WEST NO. CENTRAL	91,847	18,225	10,027	120,099	7.2	PACIFIC	202,223	17,014	17,780	237,017	14.2
Delaware	4,072	399	438	4,909		UNITED STATES	1,350,085	153,940	155,553	1,659,578	99.7
Maryland	28,690	2,068	2,668	33,426		U.S. Territories	3,603	772	190	4,565	
Washington, DC	5,283	424	223	5,930		Canada	-	-	-	-	
Virginia	34,302	3,086	3,529	40,917		Mexico	-	-	-	-	
West Virginia	7,200	1,828	1,169	10,197		Other International	-	-	-	-	
North Carolina	42,489	3,635	5,108	51,232		APO/FPO	1	-	-	1	
South Carolina	20,998	2,231	2,565	25,794							
Georgia	39,626	4,322	4,729	48,677							
Florida	90,565	7,400	18,710	116,675							
SOUTH ATLANTIC	273,225	25,393	39,139	337,757	20.3						
						TOTAL QUALIFIED CIRCULATION	1,353,689	154,712	155,743	1,664,144	100.0

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, 3b, 3c, and the Geographical Breakout, 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 returned by The United States Postal Service software analysis, the deliverability of the list was 97.6%.

4. PARAGRAPH 3b:

Qualification source was updated continuously by phone calls to group medical practices/office-based physician sites, hospitals, and pharmacies nationwide.

DATABASE NAME CHANGE:

Effective January 2018, the database name has changed from SK&A to OneKey.

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

May 1, 2018

TYPE: Database

ID Number: S274DAD7

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