

# Surgical Products

## GEOGRAPHIC ANALYSIS

A direct marketing list from *Surgical Products* will allow you to reach professionals throughout the entire surgical marketplace. *Surgical Products* reaches key decision-makers including surgeons, O.R. supervisors and O.R. purchasing supervisors.

- ◆ Locate professionals working in:
  - ◆ General Surgery
  - ◆ Post Operating
  - ◆ Cardiovascular
  - ◆ Emergency Department
  - ◆ Obstetrics/Gynecology
  - ◆ Purchasing
  - ◆ Operating Room/Surgical Services
- ◆ *Surgical Products* reaches every acute care hospital in the U.S., accounting for \$18 billion in operating room equipment purchases annually.



*Surgical Products* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

State	ZIP Code	Individuals
ME	039-049	482
NH	030-038	397
VT	050-059	169
MA	010-027	1,626
RI	028-029	257
CT	060-069	862
<b>New England</b>		<b>6.7%</b> <b>3,793</b>
NY	100-149	3,649
NJ	070-089	1,785
PA	150-196	2,919
<b>Middle Atlantic</b>		<b>14.8%</b> <b>8,353</b>
OH	430-458	2,127
IN	460-479	1,352
IL	600-629	2,715
MI	480-499	1,667
WI	530-549	1,018
<b>East North Central</b>		<b>15.7%</b> <b>8,879</b>
MN	550-567	964
IA	500-528	979
MO	630-658	1,350
ND	580-588	319
SD	570-577	340
NE	680-693	655
KS	660-679	990
<b>West North Central</b>		<b>9.9%</b> <b>5,597</b>
DE	197-199	138
MD	206-219	863
DC	200-205	185
VA	220-246	1,067
WV	247-268	529
NC	270-289	1,368
SC	290-299	572
GA	300-319	1,483
FL	320-349	2,790
<b>South Atlantic</b>		<b>15.9%</b> <b>8,995</b>
KY	400-427	997
TN	370-385	1,512
AL	350-369	973
MS	386-397	736
<b>East South Central</b>		<b>7.4%</b> <b>4,218</b>
AR	716-729	724
LA	700-714	1,141
OK	730-749	854
TX	750-799	3,375
<b>West South Central</b>		<b>10.8%</b> <b>6,094</b>
MT	590-599	357
ID	832-838	367
WY	820-831	212
CO	800-816	702
NM	870-884	354
AZ	850-865	661
UT	840-847	412
NV	889-898	261
<b>Mountain</b>		<b>5.9%</b> <b>3,326</b>
AK	995-999	143
WA	980-994	929
OR	970-979	635
CA	900-961	5,046
HI	967-968	186
<b>Pacific</b>		<b>12.3%</b> <b>6,939</b>
<b>United States</b>		<b>99.2%</b> <b>56,194</b>
<b>U.S. Territories</b>		<b>0.4%</b> <b>252</b>
<b>Canada</b>		<b>0.2%</b> <b>91</b>
<b>Mexico</b>		<b>0.0%</b> <b>1</b>
<b>Other International</b>		<b>0.1%</b> <b>52</b>
<b>APO/FPO</b>		<b>—</b> <b>—</b>
<b>Unknown</b>		<b>0.1%</b> <b>30</b>
<b>Total</b>		<b>100.0%</b> <b>56,620</b>

**Size of List: 56,620**

**Base Price: \$105/M**

## Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Area of Work	\$15/M
Base	\$10/M
Bed Size	\$10/M
Medical/Surgical Technology	
Areas Involved	\$10/M
One Per Location	\$10/M
Recency	\$10/M
SIC Code	\$15/M
Telephone Numbers	\$60/M
Title	\$15/M

## Multi-Channel Pricing

Mailing/E-Mail: \$490/M  
Mailing/Telemarketing: \$215/M  
Mailing/E-Mail/Telemarketing: \$590/M

**Size of E-List:  
3,768**

**E-List Base Price:  
\$405/M**

**SEE ALSO:**  
**Bioscience Technology**  
**Laboratory Equipment**  
**Medical Specialists Database**  
**Nursing2004**  
**Nursing Management**

Minimum Order: 5,000 Names  
1 year unlimited usage available  
Prices subject to change without notice  
Call for any additional costs, conditions and terms.

# Surgical Products

Title	Base ‡
Anesthesiologist	2,943 Clinic
Assistant Director	613 Free Standing Medical Center
Biomedical Engineer	1,183 Hospital Based
Chief of Surgery	2,494 Office Based/Group Practice
Director	10,584 Surgi-Center
GI Nurse	113
Gastroenterologist	187
General Surgeon	1,979
Head Nurse	2,080
Infection Control Supervisor	1,230
Medical Director	1,166 Central Service
OB/GYN	612 Emergency Department
OR Materials Manager	2,138 ICU/CCU
OR Supervisor	1,768 Operating Room
Orthopedic Surgeon	3,658 Patient Rooms
Plastic Surgeon	1,345 Post-Op/Recovery Room
Other	28,025

## Medical/Surgical Technology Areas Involved ‡

Area of Work ‡	Bed Size ‡
	Less than 25
Abdominal	25-49
Cardiovascular	50-99
Central Service	100-199
Colon & Rectal	200-299
Emergency Department	300-399
Endoscopy	400-499
General Surgery	500-999
Group Purchasing	1,000 or More
ICU/CCU	
Infection Control	
Neurological	
OB/GYN	
Operating Room/Surgical Services	
Orthopedic	
Pediatric	
Post-Op/Recovery Room	
Product Evaluation	
Purchasing	
Thoracic	
Urology	
Vascular	

Source: Publisher's own data

‡ Call a DM2 Account Executive for the latest counts.