Surgical Products

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.



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

\$15/M

Multi-Channel Pricing

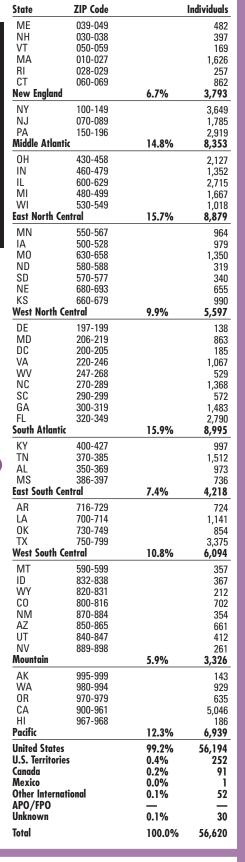
Mailing/E-Mail:\$490/M Mailing/Telemarketing:\$215/M Mailing/E-Mail/Telemarketing:\$590/M

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.



GEOGRAPHIC ANALYSIS

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Surgical Products



Title

Anesthesiologist
Assistant Director
Biomedical Engineer
Chief of Surgery
Director
GI Nurse
Gastroenterologist
General Surgeon
Head Nurse
Infection Control Supervisor
Medical Director
OB/GYN
OR Materials Manager
OR Supervisor
Orthopedic Surgeon

Base ‡

2,943 Clinic
613 Free Standing Medical Center
1,183 Hospital Based
2,494 Office Based/Group Practice
10,584 Surgi-Center
113
187 Medical/Surgical
1,979 Technology Areas
2,080 Involved ‡

1,230
1,166 Central Service
612 Emergency Department
2,138 ICU/CCU
1,768 Operating Room
3,658 Patient Rooms
1,345 Post-Op/Recovery Room
28,025

Bed Size ‡

Eess than 25 25-49 50-99 100-199 200-299 300-399 400-499 500-999 1,000 or More

Area of Work ‡

Plastic Surgeon

Other

Urology Vascular

Abdominal Cardiovascular Central Service Colon & Rectal **Emergency Department** Endoscopy General Surgery **Group Purchasing** ICU/CCU Infection Control Neurological OB/GYN Operating Room/Surgical Services Orthopedic Pediatric Post-Op/Recovery Room **Product Evaluation** Purchasing Thoratic