

Privacy compliance guarantee

New privacy rules require a higher level of management of permissions and significant penalties for failure to comply.

AMPCo manages permissions in a consistent and disciplined process that has been applied over the many years that data has been collected. Without detailed record keeping around each permission, compliance cannot be assured.

Penalties for failure to comply are significant.

AMPCo's direct and detailed management of permissions is by far the best method for managing your privacy compliance.

AMPCo data

The core of AMPCo's services is a database of over 140,000 health care practitioners and organisations.

AMPCo combines technology, best business practice and the largest data integrity team to provide the most up-to-date, comprehensive, best permissioned and finely profiled database available.

The database is large, with more than 74,000 doctors, 17,000 practices and more than 7,400 health care facilities. The database also includes dentists, pharmacies, practice managers, diabetes educators, allied health professionals and more.

Health professionals are more mobile than ever. The investment required to keep a database up-to-date is essential and significant. AMPCo's data integrity team conduct more than 5,000 reviews on database records daily.

Clean and consistent segmentation of data means you can select, test and reach just the people or organisations you want. Your ROI is improved by reaching just the people you need. You can select refined segments to test and develop world's best practice sales and marketing strategies.

Data update triggers

The Medical Directory of Australia (MDA)
Regular proactive requests for data
Data integrity team research
Medical Publishers Association circulation lists
Field reports from industry sales representatives calling on health care professionals
Samples Plus (a syndicated sampling program for GPs)
Hospital staff lists
The Medical Journal of Australia subscribers
AMA members
MJA InSight weekly eNewsletter
Direct mail programs
Australian Health Practitioner Regulation Agency

Selection criteria

With AMPCo there are literally more than a million ways that you can define a selection. The ability to precisely define a selection means you have minimum wastage and the best possible ROI. You can select a desired quantity and adjust the selection to match, or define your selection by a range of criteria.

Selection criteria includes:

- Doctor classification or specialty
- Fields of practice
- Medical interests
- Year of graduation
- Languages spoken
- Prescription volume
- Patient load
- Drug classes prescribed
- Employed as
- Full time or part time
- Non-medical interests (lifestyle)
- Primary or other practice addresses
- Preferred mailing addresses
- Postcode or region

Data assurance and integrity

Privacy principles now require better processes around the permissions that are collected from each person in a database. Best sales and marketing practice dictates that databases are consistently segmented, quickly updated and comprehensive.

AMPCo takes ultimate responsibility for its data. While we have more inputs to validate data than any other data source, ultimately the collection and maintenance is undertaken by AMPCo in a fast, efficient and professional process.

This means AMPCo will provide the best available assurances on data compliance and accuracy.

The unique AMPCo data management process uses multiple signals that trigger a fast research process by our data integrity team.

AMPCo data research

Data Integrity Team
Proactive update forms
Individual research
Fast turn-around

Customer delivery

Marketing lists
CRM or ETMS feeds
Real-time validation of doctors for customer websites
Marketing fulfilment project management
List washing
Mail, email, fax and online

Doctors trust AMPCo

Ultimately AMPCo is owned by doctors. AMPCo was established in 1913 to publish *The Medical Journal of Australia* and first published *The Medical Directory of Australia* in 1935.

AMPCo is owned by the Australian Medical Association and operates under ethical principles and practices that are aligned with the medical community in Australia.

As a result, medical professionals entrust more of their private information to AMPCo than to any other data business.

You are in control

A clean database and consistent structure gives you the flexibility to select and use the data to suit your sales and marketing needs. AMPCo takes care of the detailed, precise and routine work so you can focus on your creativity and strategy. By spending your time on the higher level sales and marketing tasks you will further improve your ROI.

Use with confidence

AMPCo data gives you a great deal of freedom to execute your sales and marketing plans, because we have obtained permissions consistently for the most common sales and marketing needs. These uses are clearly defined for you and include:

- Direct marketing
- CRM contact data management
- Verification of medical practitioners
- Accurate identification of targets/prospects
- Profiling and prioritising doctors and other health care professionals
- Sales management
- De-duplication of existing records
- Market research
- Internal reports and analysis
- Territory management

The Benefits

TARGETING

Accurate targeting means better results and less cost. Our experience with profiling information offers a competitive edge to your marketing campaigns.

HIGHER RESPONSE RATES

The AMPCo database holds a preferred mailing address for most doctors in Australia. This is especially important as many doctors won't read mail unless it is delivered to their preferred mailing address. Research shows that preferred mailing addresses offer significantly increased response rates to direct mail campaigns.

NEW MARKETS

Our data contains more records for doctors, no matter what their specialty. AMPCo gives you immediate access to this expanded doctor universe.

CUSTOMER RELATIONSHIP

You can improve your relationship with doctors by communicating intelligently with them on matters relevant to their practice profile. The accuracy of our data also helps reduce the amount of unwanted promotional material.

Services and tools

RENT OR LICENSE

Depending on your need you can rent or license data. Renting suits if you are communicating to a segment infrequently. Licensing means you can do your own counts, segmenting and, within the terms of the license, integrate with your own sales and marketing tools. Licensing customers may receive a data feed or use the Masterlink application to manage your AMPCo data. You can run counts on many criteria, save past counts and download particular fields for mail merging or uploading to a CRM. Masterlink also manages your regular data updates.

Advisory

AMPCo account managers know the profile of Australian health care professionals better than anyone. Just let us know what you want to achieve and we will provide our advice on your best way forward. We want you to get results and we offer this service free of charge.

Integration with CRM or ETMS

AMPCo provides industry standard data transmissions to a secure environment. We have a high capability to integrate with the technical and frequency requirements on your side. We are able to provide a high level of flexibility because we are unencumbered by parent company technical platforms.

Validation of doctors into your online services

Industry standard, secure and real-time validation of health professionals into your website or other online services provides seamless access for verified health professionals and guaranteed Medicines Australia compliance.

Fulfilment project management

We offer convenience and cost savings for your mail, fax and email fulfilment and distribution including printing, mail processing and delivery reports for fax and email.

We are happy to provide obligation-free quotes — simply let us know the details of your mailing campaign and we will provide you with a quote within 24 hours.

Response tracking and managing responses

AMPCo can receive responses to your marketing campaigns and loyalty programs by reply paid mail, facsimile or email; enter the responses into a database quickly and accurately; and supply the results to you in your preferred format.

Fulfilment

Be it samples, videos, patient education material or personalised letters delivered on a schedule, we will manage the total fulfilment back to those respondents on your behalf. Regardless of whether there are 100 or 10,000 items to be delivered, we will ensure that the most cost-effective method of processing is used.

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AMPCo Data Direct

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Price List

DIRECT MAIL

Doctors, health care facilities, pharmacies/pharmacists
(Australia and New Zealand only):

Set up fee	\$360
Data rental fee	\$430 per 1000 records
Minimum fee	\$1,050 (under 1600 records)

New Zealand only doctors

Set up fee	\$410
Data rental fee	\$610 per 1000 records
Minimum fee	\$1,310

Group practices/practice managers

Set up fee	\$400
Data rental fee	\$810 per 1000 records
Minimum fee	\$1,310

Fax

Set up fee	\$600
Data rental fee	\$430 per 1000 records
Data rental practices/ practice managers	\$810 per 1000 records
Minimum fee	\$1,310
Broadcast fee	\$0.28 per delivered page

Email (Clinical and scientific material only)

Set up fee	\$600
Data and broadcast fee	\$1.10 per recipient
Minimum fee	\$1,310

Licensing (Minimum two-year contract)

Set up fee	\$700
Data fee	\$1.73 per record
Annual subscription	\$1,330
Minimum fee	\$5,750

Data Matching

Minimum fee	\$810	
Record matching	Automated	Manual
	\$0.33 per record	\$130 per hour