

# Healthcare customer data on any device, any time

The new MasterLink from AMPCo

## Key benefits

1 Compatible with any device and is accessible at any time

2 Intuitive and modern interface allows for smarter targeting

3 New search features

4 Fastest updates available in Australia



## MasterLink: your access to Australia's leading healthcare database

### Simple tool – powerful search

The clean, intuitive and modern interface provides hundreds of selection criteria to allow for smarter and accurate targeting – permitting you to be as specific or as general as you like in your search whilst providing better results and less cost. 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.

### Doctors trust AMPCo

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. This is the only comprehensive and fully opted-in medical database in Australia.

### Australia's leading medical database

AMPCo's database is the most up-to-date and comprehensive in Australia. Leading healthcare organisations rely on AMPCo data for marketing, sales force effectiveness, HCP validation and supply chain management. The database is large, with more than 72,000 doctors, 17,000 practices and more than 7,500 health care facilities.

Sign up for a free trial [here](#)  
or call for a demonstration today

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