

clear digital media
MDEmails™



Your Email Marketing Partner

Physicians • Physician Assistants • Pharmacists
Nurse Practitioners • Diabetes Educators

EMAIL MARKETING

HCP Email Broadcast

Get your email message delivered to healthcare professionals (HCPs) quickly and cost effectively. Our partner's experience with thousands of successful email deployments over the last decade allows us to help you target your ideal prospect, design your creative, deliver your message, provide key metrics, and achieve ROI results for all your email marketing campaigns.

Automated Resend Email Campaigns

Fully 70 percent of HCPs receive marketing information 2 to 5 times before they make a decision to act. What this means for you: Marketing to HCPs is not a one-and-done process. Use our automated ReSend email programs to help you achieve better results with minimal effort.

Real Time Personalization

The best time to send emails is when the HCPs are reviewing their inboxes. Our proprietary state of the art technology allows us to target HCPs by which email they open most frequently and identifies when they are most likely to open their email so we can get your messages into the right inboxes at the right time for maximum attention and results.



LAYERED MARKETING



Multi-Layered Campaigns

Multi-Layered Marketing has emerged as the best way to communicate with your audience. We can help you develop a strategy that includes direct mail and email that will dramatically raise your response rates, increase customer engagement, and enable you to realize a much greater ROI than you would using either medium alone.

With the development of the internet and mobile devices, we research, shop, and review differently. And we are bombarded with ads and commercials from all angles making it easy to ignore. Therefore, there is no longer only one way to advertise. You need to be flexible and diverse in order to reach the widest audience. You have to engage with your audience multiple times in order for them to purchase a product or service from you.

With a layered marketing strategy, you tap into all those influences and accelerate the drive to decision-making. The result: more leads, better conversions, and increased revenues.

Layered marketing allows you to impact and interact with customers in different forms: in your office, via social media, direct mail, and on their mobile devices. Layered marketing is a way for you to interact with your prospects and potential new patients, as well as old patients, in a variety different ways. This will allow your message to appear in front of your consumer in multiple forms at multiple times, increasing the odds of leaving an impression in an already noisy marketing environment.

Multiple interactions help to expose a brand and create brand loyalty and to get people more interested in you and your service. You need to have layered marketing in order to have a diverse approach to maximize your touchpoints.

DIFFERENCE IN DATA



98%

98% Deliverability

MDEmails™ has an unsurpassed 98% deliverability rate. You need up-to-date email addresses for all of your targets, and you need to know you're targeting the right health care professionals with your messages. We carefully gather our data sets from leading health care associations and selected, industry-specific sources. We are committed to quality data that helps you succeed.

Preferred Email Addresses

MDEmails™ targets physicians and other key professionals at their preferred email addresses (the ones they use most) for unsurpassed opens and click-throughs.

State-Of-The-Art

State-of-the-art technology keeps our files up to date and ensures the best deliverability. We use real-time daily data hygiene hard bounces, soft bounces, and undelivered email addresses along with all opt-outs are removed promptly. This avoids spam traps and keeps the list up-to-date. We perform regular reviews of our top domain deliverability and monitor blacklists, authentication protocols and reputation services to verify and ensure that MDEmails™ is a trusted sender.



THE POWER OF THE LIST

Physicians

American Medical Association

The AMA Physician Masterfile has set the industry standard since 1906, with a guaranteed 98% deliverability rate. Multiple targeting options allow you to customize the masterfile to your specific marketing needs. You can match your target files by NPI, ME Number, or name/address which allows you to focus on the physicians that are of most interest to you.

MDEmail Physician Emails

Exclusive to MDEmails™, our physician email file uses the selections and diversity of the AMA file for targeting capabilities, and real-time data updating to produce the best and most complete source of physician emails.

Physician Assistants

American Academy of Physician Assistants (AAPA) is

the official list of the PA profession and it is exclusive to MDEmails™. Email broadcast and direct mail lists are available, along with multiple demographic selections that allow you to effectively reach these sought-after HCPs.

Nurse Practitioners

Derived from nursing registries and other highly respected resources, the Advance Practice Nursing Nurses' File offers a list of Nurse Practitioners, Nurse Anesthetists, and other Advanced Practice Nurses for your marketing needs. Both email broadcast and direct mail lists are available.

Diabetes Educators

MDEmails™ can help you reach top Diabetes Educators with your marketing and promotional messages. The American Association of Diabetes Educators (AADE) is the official list of the Diabetes Educators profession and exclusive to MDEmails™. Target these key influencers of the diabetes market for pharmaceutical and diabetes-related products, continuing education meetings, subscriptions, recruitment, and so much more.

SERVICES THAT WORK FOR YOU!

Email Metrics

Using data to make design decisions is crucial to making your messages more effective. MDEmails™ makes use of a wide array of tracking and viewing metrics that will enable you to make key message decisions. These include:

- The number of HCPs who opened and clicked links in your email.
- How much time they spent reading your email vs. the percentage that merely glanced.
- The make-up of your recipients, and the environments in which they are viewing your messages.

Multiple reporting options tailored to your needs are available to help you improve your email messages and enhance your marketing results.

HTML Email Design

Do you have a postcard, PDF, or direct mail piece that needs to be coded for an email message? We create mobile-responsive emails, newsletters, and landing pages that render correctly across multiple email clients.

Email Rendering/Previews

Do your email messages display correctly across all email clients, including those who access messages via mobile? We can preview your message in over 40 email clients, so you know that it will look perfect, each time and every time.

Spam Filter Testing

Spam filter testing is performed on every email deployment to make sure your message won't be trapped in a spam filter. This helps to ensure the overall deliverability of your message.

NOWW

NOWW is a client portal in the cloud that allows us online access for HCP counts, lists and deployments. We can develop target audiences and see reports broken out by demographic data and marketing medium. Additionally, we send test email broadcasts and schedule your HCP email broadcasts for deployment.

PRICING IS BASED ON EMAILS DELIVERED

Number Of Emails	Total Campaign Cost	Cost Per Email Delivered
500	\$400	\$0.80
1,000	\$650	\$0.65
3,000	\$1,650	\$0.55
5,000	\$2,650	\$0.53
10,000	\$5,150	\$0.52

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Bob Tysoe, MKTG

Hearing Health Care Marketing



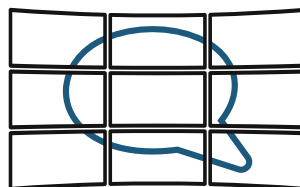
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