



DATABASE AUDIT

AS OF JANUARY 2022



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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DESCRIPTION OF LIST AND SOURCE NAMES

OneKey is a database of healthcare professionals at healthcare sites. The proprietary database from IQVIA is compiled and updated continuously through web research, customer inquiries and change requests, IQVIA transactional data, and trusted industry and government sources. The OneKey database supports sales, marketing, research and compliance initiatives for life sciences, medical equipment and device companies, healthcare IT providers, managed care, direct marketing, publishing, government, insurance, education, pharmacies, food services and other stakeholders.

LIST TOTAL

List total as of January 2022 is 2,010,633.

PURPOSE

The data reported herein is an analysis of the title/function.

METHOD OF CONFIRMATION

Demographic information as reported herein, including name, title/function, and address were confirmed by BPA Worldwide through the following procedures: A sample was drawn by audit personnel using a random starting point and an interval selection thereafter. For the selection,

- a. A test verification was conducted to verify accuracy of the list sources.

DUPLICATION

The level of healthcare professionals at multiple locations in the database was found to be 55.9% or 1,123,227 users.

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF JANUARY 2022

Business/Title	Total Qualified	Percent of Total
HOSPITAL LIST		
ADDICTION PSYCHIATRY	147	-
ADOLESCENT MEDICINE (PEDIATRICS)	77	-
ADULT CARDIOTHORACIC ANESTHESIOLOGY	422	-
ADULT RECONSTRUCTIVE ORTHOPEDICS	35	-
ALLERGY & IMMUNOLOGY	225	-
ANATOMIC PATHOLOGY	198	-
ANATOMIC/CLINICAL PATHOLOGY	2,469	0.1
ANESTHESIOLOGY	12,595	0.6
CARDIOVASCULAR DISEASE	2,326	0.1
CHILD & ADOLESCENT PSYCHIATRY	1,169	0.1
CHILD NEUROLOGY	390	-
CLINICAL CARDIAC ELECTROPHYSIOLOGY	194	-
CLINICAL NEUROPHYSIOLOGY	168	-
COLON & RECTAL SURGERY	157	-
CRITICAL CARE MEDICINE (ANESTHESIOLOGY)	563	-
CRITICAL CARE MEDICINE (IM)	650	-
CYTOPATHOLOGY	254	-
DERMATOLOGY	541	-
DERMATOPATHOLOGY	60	-
DEVELOPMENTAL/BEHAVIORAL PEDIATRICS	59	-
DIAGNOSTIC RADIOLOGY	5,274	0.3
EMERGENCY MEDICINE	23,940	1.2
ENDOCRINOLOGY DIABETES & METABOLISM	572	-
FACIAL PLASTIC SURGERY	11	-
FAMILY MEDICINE	9,399	0.5
FOOT & ANKLE ORTHOPEDICS	10	-
FORENSIC PSYCHIATRY	198	-
GASTROENTEROLOGY	1,318	0.1
GENERAL PRACTICE	798	-
GENERAL PREVENTIVE MEDICINE	160	-
GENERAL SURGERY	5,242	0.3
GERIATRIC MEDICINE (FAMILY MEDICINE)	127	-
GERIATRIC MEDICINE (INTERNAL MEDICINE)	728	-
GERIATRIC PSYCHIATRY	301	-
GYNECOLOGICAL ONCOLOGY	108	-
GYNECOLOGY	58	-
HAND SURGERY	51	-
HAND SURGERY (ORTHOPEDICS)	59	-
HEMATOLOGY (INTERNAL MEDICINE)	145	-
HEMATOLOGY (PATHOLOGY)	230	-
HEMATOLOGY/ONCOLOGY	1,379	0.1
HOSPICE & PALLIATIVE MEDICINE	399	-
HOSPITALIST	4,981	0.3
INFECTIOUS DISEASE	1,383	0.1
INTERNAL MEDICINE	31,077	1.6
INTERNAL MEDICINE/PEDIATRICS	901	0.1
INTERVENTIONAL CARDIOLOGY	260	-
MATERNAL & FETAL MEDICINE	137	-
MEDICAL GENETICS	156	-
MEDICAL ONCOLOGY	346	-
MUSCULOSKELETAL RADIOLOGY	63	-
NEONATAL-PERINATAL MEDICINE	1,956	0.1
NEPHROLOGY	930	0.1
NEUROLOGICAL SURGERY	844	0.1
NEUROLOGY	2,336	0.1
NEURORADIOLOGY	724	-
NUCLEAR MEDICINE	289	-
NURSE PRACTITIONER	70,594	3.5
OBSTETRICS & GYNECOLOGY	3,901	0.2
OCCUPATIONAL MEDICINE	115	-
OPHTHALMOLOGY	817	0.1
OPTOMETRIST	608	-
ORAL & MAXILLOFACIAL SURGERY	45	-
ORTHOPEDIC SURGERY	1,927	0.1
ORTHOPEDIC SURGERY OF THE SPINE	36	-

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF JANUARY 2022 (CONTINUED)

Business/Title	Total Qualified	Percent of Total
OTOLARYNGOLOGY	947	0.1
PAIN MEDICINE	329	-
PAIN MEDICINE (ANESTHESIOLOGY)	174	-
PAIN MEDICINE (PM & REHAB)	17	-
PEDIATRIC ANESTHESIOLOGY	760	-
PEDIATRIC CARDIOLOGY	707	-
PEDIATRIC CRITICAL CARE MEDICINE	1,028	0.1
PEDIATRIC EMERGENCY MEDICINE	227	-
PEDIATRIC EMERGENCY MEDICINE (PED)	850	0.1
PEDIATRIC ENDOCRINOLOGY	238	-
PEDIATRIC GASTROENTEROLOGY	322	-
PEDIATRIC HEMATOLOGY/ONCOLOGY	759	-
PEDIATRIC INFECTIOUS DISEASE	234	-
PEDIATRIC NEPHROLOGY	162	-
PEDIATRIC OPHTHALMOLOGY	9	-
PEDIATRIC ORTHOPEDICS	87	-
PEDIATRIC OTOLARYNGOLOGY	69	-
PEDIATRIC PULMONOLOGY	189	-
PEDIATRIC RADIOLOGY	330	-
PEDIATRIC RHEUMATOLOGY	113	-
PEDIATRIC SURGERY	188	-
PEDIATRIC UROLOGY	62	-
PEDIATRICS	8,957	0.5
PHYSICAL MEDICINE & REHABILITATION	1,799	0.1
PHYSICIAN ASSISTANT	35,037	1.8
PLASTIC SURGERY	445	-
PODIATRIST	1,138	0.1
PSYCHIATRY	7,549	0.4
PSYCHIATRY/NEUROLOGY	189	-
PULMONARY CRITICAL CARE MEDICINE	1,740	0.1
PULMONARY DISEASE	677	-
RADIATION ONCOLOGY	854	0.1
RADIOLOGY	604	-
REPRODUCTIVE ENDOCRINOLOGY & INFERTILITY	33	-
RHEUMATOLOGY	468	-
SELECTIVE PATHOLOGY	157	-
SLEEP MEDICINE	166	-
SPORTS MEDICINE (FAMILY MEDICINE)	89	-
SPORTS MEDICINE (ORTHOPEDIC SURGERY)	89	-
STUDENT HEALTH CARE	17,199	0.9
SURGICAL CRITICAL CARE (SURGERY)	454	-
SURGICAL ONCOLOGY	143	-
THORACIC SURGERY	692	-
TRANSPLANT SURGERY	78	-
UROLOGY	966	0.1
VASCULAR & INTERVENTIONAL RADIOLOGY	715	-
VASCULAR NEUROLOGY	107	-
VASCULAR SURGERY	444	-
DUPLICATED USERS	266,756	13.3
HOSPITAL LIST SUB-TOTAL	552,978	27.5
OUTPATIENT CENTER LIST		
ADDICTION PSYCHIATRY	209	-
ADOLESCENT MEDICINE (PEDIATRICS)	241	-
ADULT CARDIOTHORACIC ANESTHESIOLOGY	253	-
ADULT RECONSTRUCTIVE ORTHOPEDICS	138	-
ALLERGY & IMMUNOLOGY	1,638	0.1
ANATOMIC PATHOLOGY	172	-
ANATOMIC/CLINICAL PATHOLOGY	2,689	0.1
ANESTHESIOLOGY	11,726	0.6
CARDIOVASCULAR DISEASE	8,991	0.4
CHILD & ADOLESCENT PSYCHIATRY	3,178	0.2
CHILD NEUROLOGY	671	-
CLINICAL CARDIAC ELECTROPHYSIOLOGY	573	-
CLINICAL NEUROPHYSIOLOGY	405	-
COLON & RECTAL SURGERY	747	-
CRITICAL CARE MEDICINE (ANESTHESIOLOGY)	244	-
CRITICAL CARE MEDICINE (IM)	314	-
CYTOPATHOLOGY	286	-
DERMATOLOGY	7,492	0.4
DERMATOPATHOLOGY	343	-
DEVELOPMENTAL/BEHAVIORAL PEDIATRICS	184	-
DIAGNOSTIC RADIOLOGY	7,058	0.4

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF JANUARY 2022 (CONTINUED)

Business/Title	Total Qualified	Percent of Total
EMERGENCY MEDICINE	7,689	0.4
ENDOCRINOLOGY DIABETES & METABOLISM	3,991	0.2
FACIAL PLASTIC SURGERY	241	-
FAMILY MEDICINE	69,492	3.5
FOOT & ANKLE ORTHOPEDICS	65	-
FORENSIC PSYCHIATRY	192	-
GASTROENTEROLOGY	4,998	0.3
GENERAL PRACTICE	3,703	0.2
GENERAL PREVENTIVE MEDICINE	727	-
GENERAL SURGERY	12,905	0.7
GERIATRIC MEDICINE (FAMILY MEDICINE)	511	-
GERIATRIC MEDICINE (INTERNAL MEDICINE)	1,541	0.1
GERIATRIC PSYCHIATRY	315	-
GYNECOLOGICAL ONCOLOGY	300	-
GYNECOLOGY	1,057	0.1
HAND SURGERY	348	-
HAND SURGERY (ORTHOPEDICS)	350	-
HEMATOLOGY (INTERNAL MEDICINE)	329	-
HEMATOLOGY (PATHOLOGY)	259	-
HEMATOLOGY/ONCOLOGY	3,859	0.2
HOSPICE & PALLIATIVE MEDICINE	276	-
HOSPITALIST	1,361	0.1
INFECTIOUS DISEASE	3,174	0.2
INTERNAL MEDICINE	52,460	2.6
INTERNAL MEDICINE/PEDIATRICS	2,177	0.1
INTERVENTIONAL CARDIOLOGY	1,156	0.1
MATERNAL & FETAL MEDICINE	305	-
MEDICAL GENETICS	196	-
MEDICAL ONCOLOGY	1,119	0.1
MUSCULOSKELETAL RADIOLOGY	83	-
NEONATAL-PERINATAL MEDICINE	878	0.1
NEPHROLOGY	2,592	0.1
NEUROLOGICAL SURGERY	2,834	0.2
NEUROLOGY	7,530	0.4
NEURORADIOLOGY	763	-
NUCLEAR MEDICINE	275	-
NURSE PRACTITIONER	137,754	6.9
OBSTETRICS & GYNECOLOGY	19,137	1.0
OCCUPATIONAL MEDICINE	826	-
OPHTHALMOLOGY	7,750	0.4
OPTOMETRIST	28,810	1.4
ORAL & MAXILLOFACIAL SURGERY	744	-
ORTHOPEDIC SURGERY	9,072	0.5
ORTHOPEDIC SURGERY OF THE SPINE	324	-
OTOLARYNGOLOGY	4,769	0.3
PAIN MEDICINE	1,229	0.1
PAIN MEDICINE (ANESTHESIOLOGY)	678	-
PAIN MEDICINE (PM & REHAB)	145	-
PEDIATRIC ANESTHESIOLOGY	337	-
PEDIATRIC CARDIOLOGY	621	-
PEDIATRIC CRITICAL CARE MEDICINE	305	-
PEDIATRIC EMERGENCY MEDICINE	65	-
PEDIATRIC EMERGENCY MEDICINE (PED)	196	-
PEDIATRIC ENDOCRINOLOGY	520	-
PEDIATRIC GASTROENTEROLOGY	407	-
PEDIATRIC HEMATOLOGY/ONCOLOGY	634	-
PEDIATRIC INFECTIOUS DISEASE	231	-
PEDIATRIC NEPHROLOGY	214	-
PEDIATRIC OPHTHALMOLOGY	83	-
PEDIATRIC ORTHOPEDICS	142	-
PEDIATRIC OTOLARYNGOLOGY	95	-
PEDIATRIC PULMONOLOGY	276	-
PEDIATRIC RADIOLOGY	184	-
PEDIATRIC RHEUMATOLOGY	95	-
PEDIATRIC SURGERY	293	-
PEDIATRIC UROLOGY	105	-
PEDIATRICS	31,577	1.6
PHYSICAL MEDICINE & REHABILITATION	3,640	0.2
PHYSICIAN ASSISTANT	56,880	2.8
PLASTIC SURGERY	3,924	0.2
PODIATRIST	9,691	0.5

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF JANUARY 2022 (CONTINUED)

Business/Title	Total Qualified	Percent of Total
PSYCHIATRY	14,951	0.8
PSYCHIATRY/NEUROLOGY	227	-
PULMONARY CRITICAL CARE MEDICINE	2,904	0.2
PULMONARY DISEASE	2,796	0.2
RADIATION ONCOLOGY	1,719	0.1
RADIOLOGY	871	-
REPRODUCTIVE ENDOCRINOLOGY & INFERTILITY	370	-
RHEUMATOLOGY	2,925	0.2
SELECTIVE PATHOLOGY	217	-
SLEEP MEDICINE	364	-
SPORTS MEDICINE (FAMILY MEDICINE)	794	-
SPORTS MEDICINE (ORTHOPEDIC SURGERY)	689	-
STUDENT HEALTH CARE	3,369	0.2
SURGICAL CRITICAL CARE (SURGERY)	520	-
SURGICAL ONCOLOGY	284	-
THORACIC SURGERY	1,732	0.1
TRANSPLANT SURGERY	149	-
UROLOGY	4,627	0.2
VASCULAR & INTERVENTIONAL RADIOLOGY	639	-
VASCULAR NEUROLOGY	204	-
VASCULAR SURGERY	1,477	0.1
DUPLICATED USERS	856,471	42.6
OUTPATIENT CENTER LIST SUB-TOTAL	1,457,655	72.5
TOTAL	2,010,633	100.0

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION AS OF JANUARY 2022

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	887,406	44.1
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	1,123,227	55.9
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	2,010,633	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data 2018	Audited Data 2019	Audited Data 2020	Audited Data 2021	Audited Data 2022
Total Audit Average Qualified:	1,664,144	1,625,103	1,673,378	1,741,015	2,010,633
Qualified Non-Paid:	**NC	**NC	**NC	**NC	**NC
Qualified Paid:	**NC	**NC	**NC	**NC	**NC
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC

*NOTE: All data through January 2022 is audited. With each successive year, new data will be added until five years of data is displayed.
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AS OF JANUARY 2022

State	Hospital List	Outpatient Center List	Total Qualified	Percent	State	Hospital List	Outpatient Center List	Total Qualified	Percent
Maine	3,086	6,991	10,077		Kentucky	7,343	20,160	27,503	
New Hampshire	4,333	6,396	10,729		Tennessee	8,256	33,182	41,438	
Vermont	1,995	2,408	4,403		Alabama	4,774	19,620	24,394	
Massachusetts	22,246	36,458	58,704		Mississippi	9,012	10,605	19,617	
Rhode Island	2,699	5,657	8,356		EAST SO. CENTRAL	29,385	83,567	112,952	5.6
Connecticut	7,592	21,451	29,043		Arkansas	4,187	10,471	14,658	
NEW ENGLAND	41,951	79,361	121,312	6.0	Louisiana	7,057	20,294	27,351	
New York	45,059	95,727	140,786		Oklahoma	5,123	15,635	20,758	
New Jersey	13,854	46,954	60,808		Texas	31,270	105,172	136,442	
Pennsylvania	28,307	64,662	92,969		WEST SO. CENTRAL	47,637	151,572	199,209	9.9
MIDDLE ATLANTIC	87,220	207,343	294,563	14.6	Montana	2,167	4,422	6,589	
Ohio	30,599	54,378	84,977		Idaho	3,158	7,245	10,403	
Indiana	9,909	31,112	41,021		Wyoming	1,050	2,210	3,260	
Illinois	20,436	57,024	77,460		Colorado	7,658	28,165	35,823	
Michigan	19,465	44,411	63,876		New Mexico	3,513	7,060	10,573	
Wisconsin	12,104	23,923	36,027		Arizona	8,679	33,098	41,777	
EAST NO. CENTRAL	92,513	210,848	303,361	15.1	Utah	3,055	11,452	14,507	
Minnesota	8,959	30,077	39,036		Nevada	3,498	12,071	15,569	
Iowa	8,167	12,214	20,381		MOUNTAIN	32,778	105,723	138,501	6.9
Missouri	12,284	27,957	40,241		Alaska	1,251	3,120	4,371	
North Dakota	2,244	3,191	5,435		Washington	13,389	33,916	47,305	
South Dakota	1,949	4,072	6,021		Oregon	7,079	19,213	26,292	
Nebraska	3,161	9,202	12,363		California	49,724	143,690	193,414	
Kansas	4,409	12,107	16,516		Hawaii	2,421	5,069	7,490	
WEST NO. CENTRAL	41,173	98,820	139,993	7.0	PACIFIC	73,864	205,008	278,872	13.9
Delaware	2,424	4,598	7,022		UNITED STATES	552,204	1,453,010	2,005,214	99.7
Maryland	10,830	35,855	46,685		U.S. Territories	774	4,645	5,419	
Washington, DC	5,406	6,532	11,938		Canada	-	-	-	
Virginia	13,419	38,953	52,372		Mexico	-	-	-	
West Virginia	4,006	7,308	11,314		Other International	-	-	-	
North Carolina	15,693	48,387	64,080		APO/FPO	-	-	-	
South Carolina	7,319	22,673	29,992						
Georgia	13,501	44,200	57,701						
Florida	33,085	102,262	135,347						
SOUTH ATLANTIC	105,683	310,768	416,451	20.7					
					TOTAL QUALIFIED CIRCULATION	552,978	1,457,655	2,010,633	100.0

ADDITIONAL DATA

1. STANDARD LIST RENTAL POLICY AND PRICES:

Available upon request.

2. VERIFICATION MAILING:

In addition to the examination of the physical records maintained by the list owner, to verify the data reported in section 3a, 3c, and the Geographical Breakout, a verification test was conducted on a randomly selected sample of 100 names for deliverability. The following is an analysis of the results of this test.

3. DELIVERABILITY:

Based on the number of verification returned by The United States Postal Service software analysis, the deliverability of the list was 99.0%.

The records maintained by this publication for the period covered by this report have been examined by BPA Worldwide. The examination was made in accordance with auditing procedures generally employed by the Corporation and accordingly included such tests of the records and such other auditing procedures as considered necessary under the circumstances. Based on our examination, the data shown in this report present fairly and accurately the records of this publication.

BPA Worldwide

Shelton, CT

January 31, 2022

TYPE: Database

ID Number: S274DAD1

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.