



DATABASE AUDIT

AS OF FEBRUARY 2019



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 (formerly SK&A) Physicians at Hospitals and Outpatient Centers
OneKey is a database of healthcare providers 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 February 2019 is 1,625,103.

PURPOSE

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

METHOD OF CONFIRMATION

Demographic information as reported herein, including name, title/specialty, 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 14.3% or 232,065 users.

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF FEBRUARY 2019

Business/Specialty	Total Qualified	Percent of Total
HOSPITAL LIST		
ADDICTION PSYCHIATRY	199	-
ADOLESCENT MEDICINE (PEDIATRICS)	207	-
ADULT CARDIOTHORACIC ANESTHESIOLOGY	484	-
ADULT RECONSTRUCTIVE ORTHOPEDICS	86	-
ALLERGY & IMMUNOLOGY	474	-
ANATOMIC PATHOLOGY	315	-
ANATOMIC/CLINICAL PATHOLOGY	4,691	0.3
ANESTHESIOLOGY	20,093	1.3
CARDIOVASCULAR DISEASE	5,181	0.3
CHILD & ADOLESCENT PSYCHIATRY	2,002	0.1
CHILD NEUROLOGY	736	0.1
CLINICAL CARDIAC ELECTROPHYSIOLOGY	520	-
CLINICAL NEUROPHYSIOLOGY	393	-
COLON & RECTAL SURGERY	356	-
CRITICAL CARE MEDICINE (ANESTHESIOLOGY)	729	0.1
CRITICAL CARE MEDICINE (IM)	945	0.1
CYTOPATHOLOGY	450	-
DERMATOLOGY	1,064	0.1
DERMATOPATHOLOGY	159	-
DIAGNOSTIC RADIOLOGY	11,096	0.7
EMERGENCY MEDICINE	29,721	1.8
ENDOCRINOLOGY DIABETES & METABOLISM	1,273	0.1
FACIAL PLASTIC SURGERY	40	-
FAMILY MEDICINE	16,088	1.0
FORENSIC PSYCHIATRY	244	-
GASTROENTEROLOGY	2,720	0.2
GENERAL PRACTICE	1,016	0.1
GENERAL PREVENTIVE MEDICINE	312	-
GENERAL SURGERY	8,861	0.6
GERIATRIC MEDICINE (FAMILY MEDICINE)	201	-
GERIATRIC MEDICINE (INTERNAL MEDICINE)	1,103	0.1
GERIATRIC PSYCHIATRY	402	-
GYNECOLOGICAL ONCOLOGY	267	-
GYNECOLOGY	157	-
HAND SURGERY	141	-
HAND SURGERY (ORTHOPEDICS)	171	-
HEMATOLOGY (INTERNAL MEDICINE)	389	-
HEMATOLOGY (PATHOLOGY)	376	-
HEMATOLOGY/ONCOLOGY	2,948	0.2
HOSPICE & PALLIATIVE MEDICINE	479	-
HOSPITALIST	4,831	0.3
INFECTIOUS DISEASE	2,371	0.2
INTERNAL MEDICINE	41,280	2.6
INTERNAL MEDICINE/PEDIATRICS	1,539	0.1
INTERVENTIONAL RADIOLOGY	585	-
MATERNAL & FETAL MEDICINE	366	-
MEDICAL GENETICS	271	-
MEDICAL ONCOLOGY	891	0.1
MUSCULOSKELETAL RADIOLOGY	124	-
NEONATAL-PERINATAL MEDICINE	3,182	0.2
NEPHROLOGY	2,050	0.1
NEUROLOGICAL SURGERY	1,568	0.1
NEUROLOGY	3,736	0.2
NEURORADIOLOGY	1,372	0.1
NUCLEAR MEDICINE	521	-
NURSE PRACTITIONER	51,968	3.2
OBSTETRICS & GYNECOLOGY	7,819	0.5
OCCUPATIONAL MEDICINE	223	-
OPHTHALMOLOGY	1,900	0.1
OPTOMETRIST	764	0.1
ORAL & MAXILLOFACIAL SURGERY	117	-
ORTHOPEDIC SURGERY	4,117	0.3
ORTHOPEDIC SURGERY OF THE SPINE	127	-

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF FEBRUARY 2019 (CONTINUED)

Business/Specialty	Total Qualified	Percent of Total
OTOLARYNGOLOGY	1,788	0.1
PAIN MEDICINE	634	-
PAIN MEDICINE (ANESTHESIOLOGY)	406	-
PEDIATRIC ANESTHESIOLOGY	1,104	0.1
PEDIATRIC CARDIOLOGY	1,396	0.1
PEDIATRIC CRITICAL CARE MEDICINE	1,486	0.1
PEDIATRIC EMERGENCY MEDICINE (PED)	1,193	0.1
PEDIATRIC ENDOCRINOLOGY	585	-
PEDIATRIC GASTROENTEROLOGY	638	-
PEDIATRIC HEMATOLOGY/ONCOLOGY	1,329	0.1
PEDIATRIC INFECTIOUS DISEASE	375	-
PEDIATRIC NEPHROLOGY	363	-
PEDIATRIC ORTHOPEDICS	203	-
PEDIATRIC OTOLARYNGOLOGY	134	-
PEDIATRIC PULMONOLOGY	508	-
PEDIATRIC RADIOLOGY	572	-
PEDIATRIC SURGERY	476	-
PEDIATRIC UROLOGY	118	-
PEDIATRICS	14,644	0.9
PHYSICAL MEDICINE & REHABILITATION	2,763	0.2
PHYSICIAN ASSISTANT	27,237	1.7
PLASTIC SURGERY	973	0.1
PODIATRIST	1,342	0.1
PSYCHIATRY	10,112	0.6
PSYCHIATRY/NEUROLOGY	279	-
PULMONARY CRITICAL CARE MEDICINE	2,831	0.2
PULMONARY DISEASE	1,363	0.1
RADIATION ONCOLOGY	2,041	0.1
RADIOLOGY	1,259	0.1
REPRODUCTIVE ENDOCRINOLOGY & INFERTILITY	117	-
RHEUMATOLOGY	1,024	0.1
SELECTIVE PATHOLOGY	279	-
SLEEP MEDICINE	293	-
SPORTS MEDICINE (FAMILY MEDICINE)	219	-
SPORTS MEDICINE (ORTHOPEDIC SURGERY)	268	-
STUDENT HEALTH CARE	7,048	0.4
SURGICAL CRITICAL CARE (SURGERY)	807	0.1
SURGICAL ONCOLOGY	273	-
THORACIC SURGERY	1,271	0.1
UROLOGY	1,917	0.1
VASCULAR & INTERVENTIONAL RADIOLOGY	1,438	0.1
VASCULAR NEUROLOGY	195	-
VASCULAR SURGERY	899	0.1
DUPLICATED USERS	57,142	3.5
HOSPITAL LIST SUB-TOTAL	400,153	24.6
OUTPATIENT CENTER LIST		
ADDICTION PSYCHIATRY	293	-
ADOLESCENT MEDICINE (PEDIATRICS)	498	-
ADULT CARDIOTHORACIC ANESTHESIOLOGY	345	-
ADULT RECONSTRUCTIVE ORTHOPEDICS	535	-
ALLERGY & IMMUNOLOGY	5,928	0.4
ANATOMIC PATHOLOGY	219	-
ANATOMIC/CLINICAL PATHOLOGY	3,489	0.2
ANESTHESIOLOGY	25,206	1.6
CARDIOVASCULAR DISEASE	26,613	1.7
CHILD & ADOLESCENT PSYCHIATRY	5,189	0.3
CHILD NEUROLOGY	1,440	0.1
CLINICAL CARDIAC ELECTROPHYSIOLOGY	2,088	0.1
CLINICAL NEUROPHYSIOLOGY	1,286	0.1
COLON & RECTAL SURGERY	1,885	0.1
CRITICAL CARE MEDICINE (ANESTHESIOLOGY)	386	-
CRITICAL CARE MEDICINE (IM)	633	-
CYTOPATHOLOGY	342	-
DERMATOLOGY	14,787	0.9
DERMATOPATHOLOGY	576	-
DIAGNOSTIC RADIOLOGY	26,523	1.6
EMERGENCY MEDICINE	15,566	1.0
ENDOCRINOLOGY DIABETES & METABOLISM	6,460	0.4

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF FEBRUARY 2019 (CONTINUED)

Business/Specialty	Total Qualified	Percent of Total
FACIAL PLASTIC SURGERY	478	-
FAMILY MEDICINE	103,528	6.4
FORENSIC PSYCHIATRY	237	-
GASTROENTEROLOGY	20,295	1.3
GENERAL PRACTICE	5,211	0.3
GENERAL PREVENTIVE MEDICINE	1,098	0.1
GENERAL SURGERY	22,068	1.4
GERIATRIC MEDICINE (FAMILY MEDICINE)	794	-
GERIATRIC MEDICINE (INTERNAL MEDICINE)	2,562	0.2
GERIATRIC PSYCHIATRY	499	-
GYNECOLOGICAL ONCOLOGY	725	-
GYNECOLOGY	2,059	0.1
HAND SURGERY	1,888	0.1
HAND SURGERY (ORTHOPEDICS)	1,445	0.1
HEMATOLOGY (INTERNAL MEDICINE)	928	0.1
HEMATOLOGY (PATHOLOGY)	302	-
HEMATOLOGY/ONCOLOGY	11,528	0.7
HOSPICE & PALLIATIVE MEDICINE	382	-
HOSPITALIST	2,301	0.2
INFECTIOUS DISEASE	5,475	0.4
INTERNAL MEDICINE	77,907	4.8
INTERNAL MEDICINE/PEDIATRICS	3,305	0.2
INTERVENTIONAL CARDIOLOGY	3,313	0.2
MATERNAL & FETAL MEDICINE	895	0.1
MEDICAL GENETICS	345	-
MEDICAL ONCOLOGY	3,437	0.2
MUSCULOSKELETAL RADIOLOGY	309	-
NEONATAL-PERINATAL MEDICINE	1,878	0.1
NEPHROLOGY	19,089	1.2
NEUROLOGICAL SURGERY	5,581	0.4
NEUROLOGY	13,413	0.8
NEURORADIOLOGY	3,108	0.2
NUCLEAR MEDICINE	831	0.1
NURSE PRACTITIONER	180,296	11.1
OBSTETRICS & GYNECOLOGY	41,200	2.6
OCCUPATIONAL MEDICINE	1,542	0.1
OPHTHALMOLOGY	29,257	1.8
OPTOMETRIST	16,624	1.0
ORAL & MAXILLOFACIAL SURGERY	1,905	0.1
ORTHOPEDIC SURGERY	28,101	1.7
ORTHOPEDIC SURGERY OF THE SPINE	1,278	0.1
OTOLARYNGOLOGY	11,636	0.7
PAIN MEDICINE	3,443	0.2
PAIN MEDICINE (ANESTHESIOLOGY)	2,285	0.1
PEDIATRIC ANESTHESIOLOGY	770	0.1
PEDIATRIC CARDIOLOGY	2,273	0.1
PEDIATRIC CRITICAL CARE MEDICINE	633	-
PEDIATRIC EMERGENCY MEDICINE (PED)	433	-
PEDIATRIC ENDOCRINOLOGY	1,175	0.1
PEDIATRIC GASTROENTEROLOGY	1,160	0.1
PEDIATRIC HEMATOLOGY/ONCOLOGY	1,325	0.1
PEDIATRIC INFECTIOUS DISEASE	402	-
PEDIATRIC NEPHROLOGY	558	-
PEDIATRIC ORTHOPEDICS	586	-
PEDIATRIC OTOLARYNGOLOGY	332	-
PEDIATRIC PULMONOLOGY	886	0.1
PEDIATRIC RADIOLOGY	649	-
PEDIATRIC SURGERY	780	-
PEDIATRIC UROLOGY	411	-
PEDIATRICS	52,441	3.2
PHYSICAL MEDICINE & REHABILITATION	8,191	0.5
PHYSICIAN ASSISTANT	93,863	5.8
PLASTIC SURGERY	7,126	0.4
PODIATRIST	17,003	1.1
PSYCHIATRY	22,071	1.4
PSYCHIATRY/NEUROLOGY	235	-
PULMONARY CRITICAL CARE MEDICINE	5,990	0.4
PULMONARY DISEASE	5,590	0.3
RADIATION ONCOLOGY	4,991	0.3

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF FEBRUARY 2019 (CONTINUED)

Business/Specialty	Total Qualified	Percent of Total
RADIOLOGY	2,958	0.2
REPRODUCTIVE ENDOCRINOLOGY & INFERTILITY	1,156	0.1
RHEUMATOLOGY	5,845	0.4
SELECTIVE PATHOLOGY	198	-
SLEEP MEDICINE	904	0.1
SPORTS MEDICINE (FAMILY MEDICINE)	1,798	0.1
SPORTS MEDICINE (ORTHOPEDIC SURGERY)	3,377	0.2
STUDENT HEALTH CARE	4,850	0.3
SURGICAL CRITICAL CARE (SURGERY)	893	0.1
SURGICAL ONCOLOGY	613	-
THORACIC SURGERY	2,976	0.2
UROLOGY	12,677	0.8
VASCULAR & INTERVENTIONAL RADIOLOGY	2,853	0.2
VASCULAR NEUROLOGY	352	-
VASCULAR SURGERY	3,635	0.2
DUPLICATED USERS	174,923	10.8
OUTPATIENT CENTER LIST SUB-TOTAL	1,224,950	75.4
TOTAL	1,625,103	100.0

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION AS OF FEBRUARY 2019

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	1,393,038	85.7
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	232,065	14.3
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	1,625,103	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data 2015	Audited Data 2016	Audited Data 2017	Audited Data 2018	Audited Data 2019*
Total Audit Average Qualified:	1,675,944	1,692,860	1,695,108	1,664,144	1,625,103
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 February 2019 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 FEBRUARY 2019

State	Hospital List	Outpatient Center List	Total Qualified	Percent	State	Hospital List	Outpatient Center List	Total Qualified	Percent
Maine	2,252	5,610	7,862		Kentucky	4,461	17,209	21,670	
New Hampshire	2,851	5,570	8,421		Tennessee	5,723	28,799	34,522	
Vermont	1,368	2,148	3,516		Alabama	2,807	15,458	18,265	
Massachusetts	18,080	31,152	49,232		Mississippi	3,430	8,870	12,300	
Rhode Island	2,295	4,926	7,221		EAST SO. CENTRAL	16,421	70,336	86,757	5.3
Connecticut	5,914	18,116	24,030		Arkansas	2,843	8,379	11,222	
NEW ENGLAND	32,760	67,522	100,282	6.2	Louisiana	4,645	17,277	21,922	
New York	35,985	83,765	119,750		Oklahoma	3,412	12,110	15,522	
New Jersey	9,004	39,804	48,808		Texas	23,150	85,866	109,016	
Pennsylvania	22,270	56,104	78,374		WEST SO. CENTRAL	34,050	123,632	157,682	9.7
MIDDLE ATLANTIC	67,259	179,673	246,932	15.2	Montana	1,488	3,656	5,144	
Ohio	19,387	44,136	63,523		Idaho	1,919	5,843	7,762	
Indiana	6,406	25,116	31,522		Wyoming	762	1,761	2,523	
Illinois	16,444	46,558	63,002		Colorado	5,931	22,953	28,884	
Michigan	16,050	37,750	53,800		New Mexico	2,358	6,208	8,566	
Wisconsin	9,161	21,953	31,114		Arizona	6,781	26,457	33,238	
EAST NO. CENTRAL	67,448	175,513	242,961	14.9	Utah	2,569	9,259	11,828	
Minnesota	6,686	24,980	31,666		Nevada	2,190	9,800	11,990	
Iowa	5,555	9,832	15,387		MOUNTAIN	23,998	85,937	109,935	6.8
Missouri	8,956	22,686	31,642		Alaska	881	2,843	3,724	
North Dakota	1,353	2,800	4,153		Washington	9,531	29,246	38,777	
South Dakota	1,183	3,399	4,582		Oregon	5,057	17,145	22,202	
Nebraska	1,764	7,830	9,594		California	43,878	125,064	168,942	
Kansas	2,844	10,661	13,505		Hawaii	1,879	3,952	5,831	
VEST NO. CENTRAL	28,341	82,188	110,529	6.8	PACIFIC	61,226	178,250	239,476	14.7
Delaware	1,683	4,006	5,689		UNITED STATES	399,272	1,220,115	1,619,387	99.6
Maryland	8,499	29,709	38,208		U.S. Territories	881	4,835	5,716	
Washington, DC	3,984	5,239	9,223		Canada	-	-	-	
Virginia	8,915	32,496	41,411		Mexico	-	-	-	
West Virginia	2,538	6,751	9,289		Other International	-	-	-	
North Carolina	9,582	39,577	49,159		APO/FPO	-	-	-	
South Carolina	4,207	17,923	22,130		TOTAL QUALIFIED CIRCULATION	400,153	1,224,950	1,625,103	100.0
Georgia	9,034	36,649	45,683						
Florida	19,327	84,714	104,041						
SOUTH ATLANTIC	67,769	257,064	324,833	20.0					

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 124 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 99.2%.

DATABASE NAME CHANGE:

Effective January 2018, the database name has changed from SK&A to OneKey.

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

April 11, 2019

TYPE: Database

ID Number: S274DAD8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.