



**DATABASE
AUDIT REPORT
B2B Media
As of December 2024**

OneKey
3210 El Camino Real, Suite 150
Irvine, California 92602
T: (800) 752-5478
www.iqvia.com

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 healthcare providers and other stakeholders.

LIST TOTAL: List total as of December 2024 is 2,181,057.

PURPOSE: The data reported herein is an analysis of the business/specialty.

METHOD OF CONFIRMATION: Demographic information as reported herein, including name, business, specialty, and address were confirmed by AAM 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 27.6% or 602,539 users.

BUSINESS/SPECIALTY ANALYSIS

	Total Qualified	Percent
Hospital List		
Addiction Medicine	150	0.0
Addiction Psychiatry	238	0.0
Adolescent Medicine (Pediatrics)	193	0.0
Adult Cardiothoracic Anesthesiology	787	0.0
Adult Reconstructive Orthopedics	98	0.0
Advanced Heart Failure & Transplant Cardiology	144	0.0
Allergy & Immunology	592	0.0
Anatomic/Clinical Pathology	2,768	0.1
Anesthesiology	21,583	1.0
Cardiovascular Disease	6,425	0.3
Child & Adolescent Psychiatry	1,962	0.1
Child Neurology	1,004	0.0
Clinical Cardiac Electrophysiology	667	0.0
Clinical Neurophysiology	330	0.0
Colon & Rectal Surgery	473	0.0
Critical Care Medicine (Anesthesiology)	923	0.0
Critical Care Medicine (IM)	1,311	0.1
Cytopathology	280	0.0
Dermatology	1,270	0.1
Dermatopathology	103	0.0
Developmental/Behavioral Pediatrics	142	0.0
Diagnostic Radiology	10,031	0.5
Emergency Medicine	37,248	1.7
Endocrinology Diabetes & Metabolism	1,566	0.1
Epilepsy	169	0.0
Facial Plastic Surgery	29	0.0
Family Medicine	18,640	0.9
Female Pelvic Medicine & Reconstructive Surgery	104	0.0
Foot & Ankle Orthopedics	58	0.0
Forensic Psychiatry	271	0.0
Gastroenterology	3,836	0.2
General Practice	1,243	0.1
General Preventive Medicine	244	0.0
General Surgery	11,510	0.5
Geriatric Medicine (Family Medicine)	199	0.0
Geriatric Medicine (Internal Medicine)	1,074	0.0
Geriatric Psychiatry	405	0.0
Gynecological Oncology	348	0.0
Gynecology	100	0.0
Hand Surgery	120	0.0
Hand Surgery (Orthopedics)	233	0.0
Hematology (Internal Medicine)	210	0.0
Hematology (Pathology)	304	0.0
Hematology/Oncology	4,537	0.2
Hospice & Palliative Medicine	756	0.0
Hospitalist	10,196	0.5
Infectious Disease	2,611	0.1
Internal Medicine	51,590	2.4
Internal Medicine/Pediatrics	1,978	0.1

BUSINESS/SPECIALTY ANALYSIS (Continued)

	Total Qualified	Percent
Interventional Cardiology	1,005	0.0
Interventional Radiology-Integrated	398	0.0
Maternal & Fetal Medicine	497	0.0
Medical Genetics	292	0.0
Medical Oncology	892	0.0
Musculoskeletal Radiology	127	0.0
Neonatal-Perinatal Medicine	3,521	0.2
Nephrology	2,513	0.1
Neurological Surgery	2,212	0.1
Neurology	5,680	0.3
Neuromuscular Medicine (Neurology)	125	0.0
Neuroradiology	1,348	0.1
Nuclear Medicine	397	0.0
Nurse Practitioner	136,385	6.3
Obstetrics & Gynecology	9,950	0.5
Occupational Medicine	159	0.0
Ophthalmology	2,096	0.1
Optometrist	833	0.0
Oral & Maxillofacial Surgery	129	0.0
Orthopedic Surgery	5,409	0.2
Orthopedic Surgery of the Spine	149	0.0
Orthopedic Trauma	110	0.0
Otolaryngology	2,199	0.1
Pain Medicine	848	0.0
Pain Medicine (Anesthesiology)	426	0.0
Pain Medicine (PM & Rehab)	53	0.0
Pediatric Anesthesiology	1,512	0.1
Pediatric Cardiology	1,566	0.1
Pediatric Critical Care Medicine	1,898	0.1
Pediatric Emergency Medicine	437	0.0
Pediatric Emergency Medicine (Ped)	1,407	0.1
Pediatric Endocrinology	648	0.0
Pediatric Gastroenterology	991	0.0
Pediatric Hematology/Oncology	1,647	0.1
Pediatric Infectious Disease	442	0.0
Pediatric Nephrology	422	0.0
Pediatric Ophthalmology	57	0.0
Pediatric Orthopedics	271	0.0
Pediatric Otolaryngology	175	0.0
Pediatric Pulmonology	556	0.0
Pediatric Radiology	554	0.0
Pediatric Rheumatology	257	0.0
Pediatric Surgery	582	0.0
Pediatric Urology	176	0.0
Pediatrics	17,265	0.8
Physical Medicine & Rehabilitation	3,527	0.2
Physician Assistant	68,383	3.1
Plastic Surgery	1,257	0.1
Podiatrist	1,942	0.1
Psychiatry	12,267	0.6
Psychiatry/Neurology	372	0.0

BUSINESS/SPECIALTY (Continued)

	Total Qualified	Percent
Pulmonary Critical Care Medicine	4,282	0.2
Pulmonary Disease	1,653	0.1
Radiation Oncology	2,304	0.1
Radiology	944	0.0
Reproductive Endocrinology & Infertility	108	0.0
Retinal Specialist	17	0.0
Rheumatology	1,043	0.0
Selective Pathology	189	0.0
Sleep Medicine	407	0.0
Sports Medicine (Family Medicine)	278	0.0
Sports Medicine (Orthopedic Surgery)	394	0.0
Student Health Care	14,904	0.7
Surgical Critical Care (Surgery)	1,137	0.1
Surgical Oncology	389	0.0
Thoracic Surgery	1,493	0.1
Transitional Year	401	0.0
Transplant Surgery	221	0.0
Urology	2,626	0.1
Vascular & Interventional Radiology	1,615	0.1
Vascular Neurology	363	0.0
Vascular Surgery	1,238	0.1
Duplicated Users	83,575	3.8
Hospital List Sub-Total	616,998	28.3
Outpatient Center List		
Addiction Medicine	440	0.0
Addiction Psychiatry	348	0.0
Adolescent Medicine (Pediatrics)	426	0.0
Adult Cardiothoracic Anesthesiology	476	0.0
Adult Reconstructive Orthopedics	401	0.0
Advanced Heart Failure & Transplant Cardiology	259	0.0
Allergy & Immunology	3,849	0.2
Anatomic/Clinical Pathology	3,347	0.2
Anesthesiology	19,249	0.9
Cardiovascular Disease	19,827	0.9
Child & Adolescent Psychiatry	4,481	0.2
Child Neurology	1,596	0.1
Clinical Cardiac Electrophysiology	1,712	0.1
Clinical Neurophysiology	753	0.0
Colon & Rectal Surgery	1,589	0.1
Critical Care Medicine (Anesthesiology)	494	0.0
Critical Care Medicine (IM)	641	0.0
Cytopathology	428	0.0
Dermatology	13,683	0.6
Dermatopathology	494	0.0
Developmental/Behavioral Pediatrics	358	0.0
Diagnostic Radiology	16,044	0.7
Emergency Medicine	16,697	0.8
Endocrinology Diabetes & Metabolism	6,664	0.3
Epilepsy	309	0.0

BUSINESS/SPECIALTY (Continued)

	Total Qualified	Percent
Facial Plastic Surgery	387	0.0
Family Medicine	98,158	4.5
Female Pelvic Medicine & Reconstructive Surgery	237	0.0
Foot & Ankle Orthopedics	256	0.0
Forensic Psychiatry	285	0.0
Gastroenterology	14,431	0.7
General Practice	4,007	0.2
General Preventive Medicine	860	0.0
General Surgery	21,351	1.0
Geriatric Medicine (Family Medicine)	652	0.0
Geriatric Medicine (Internal Medicine)	2,277	0.1
Geriatric Psychiatry	476	0.0
Gynecological Oncology	829	0.0
Gynecology	927	0.0
Hand Surgery	796	0.0
Hand Surgery (Orthopedics)	1,241	0.1
Hematology (Internal Medicine)	397	0.0
Hematology (Pathology)	356	0.0
Hematology/Oncology	10,918	0.5
Hospice & Palliative Medicine	558	0.0
Hospitalist	3,619	0.2
Infectious Disease	5,337	0.2
Internal Medicine	73,227	3.4
Internal Medicine/Pediatrics	3,383	0.2
Interventional Cardiology	3,281	0.2
Interventional Radiology-Integrated	345	0.0
Maternal & Fetal Medicine	865	0.0
Medical Genetics	412	0.0
Medical Oncology	2,018	0.1
Musculoskeletal Radiology	228	0.0
Neonatal-Perinatal Medicine	1,425	0.1
Nephrology	9,738	0.4
Neurological Surgery	5,379	0.2
Neurology	13,707	0.6
Neuromuscular Medicine (Neurology)	282	0.0
Neuroradiology	2,103	0.1
Nuclear Medicine	448	0.0
Nurse Practitioner	251,135	11.5
Obstetrics & Gynecology	33,168	1.5
Occupational Medicine	965	0.0
Ophthalmology	16,871	0.8
Optometrist	36,334	1.7
Oral & Maxillofacial Surgery	1,583	0.1
Orthopedic Surgery	19,787	0.9
Orthopedic Surgery of the Spine	846	0.0
Orthopedic Trauma	250	0.0
Otolaryngology	8,853	0.4
Pain Medicine	3,068	0.1
Pain Medicine (Anesthesiology)	1,587	0.1

BUSINESS/SPECIALTY (Continued)

	Total Qualified	Percent
Pain Medicine (PM & Rehab)	379	0.0
Pediatric Anesthesiology	845	0.0
Pediatric Cardiology	1,756	0.1
Pediatric Critical Care Medicine	663	0.0
Pediatric Emergency Medicine	181	0.0
Pediatric Emergency Medicine (Ped)	531	0.0
Pediatric Endocrinology	1,274	0.1
Pediatric Gastroenterology	1,491	0.1
Pediatric Hematology/Oncology	1,632	0.1
Pediatric Infectious Disease	492	0.0
Pediatric Nephrology	515	0.0
Pediatric Ophthalmology	244	0.0
Pediatric Orthopedics	470	0.0
Pediatric Otolaryngology	330	0.0
Pediatric Pulmonology	892	0.0
Pediatric Radiology	489	0.0
Pediatric Rheumatology	294	0.0
Pediatric Surgery	749	0.0
Pediatric Urology	300	0.0
Pediatrics	45,663	2.1
Physical Medicine & Rehabilitation	6,675	0.3
Physician Assistant	109,401	5.0
Plastic Surgery	6,135	0.3
Podiatrist	14,182	0.7
Psychiatry	22,314	1.0
Psychiatry/Neurology	456	0.0
Pulmonary Critical Care Medicine	6,914	0.3
Pulmonary Disease	4,615	0.2
Radiation Oncology	4,243	0.2
Radiology	1,348	0.1
Reproductive Endocrinology & Infertility	835	0.0
Retinal Specialist	220	0.0
Rheumatology	5,275	0.2
Selective Pathology	258	0.0
Sleep Medicine	924	0.0
Sports Medicine (Family Medicine)	1,917	0.1
Sports Medicine (Orthopedic Surgery)	2,353	0.1
Student Health Care	3,230	0.1
Surgical Critical Care (Surgery)	1,292	0.1
Surgical Oncology	738	0.0
Thoracic Surgery	2,835	0.1
Transitional Year	174	0.0
Transplant Surgery	396	0.0
Urology	9,135	0.4
Vascular & Interventional Radiology	2,064	0.1
Vascular Neurology	548	0.0
Vascular Surgery	3,220	0.1
Duplicated Users	518,964	23.8
Outpatient Center List Sub-Total	1,564,059	71.7
TOTAL	2,181,057	100.0

MAILING ADDRESS ANALYSIS

	Total Qualified	Percent
Individual by Name and Title and/or Occupation	1,578,518	72.4
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee	602,539	27.6
Total Qualified Subscriptions	2,181,057	100.0
Total Qualified Circulation	2,181,057	100.0

GEOGRAPHIC ANALYSIS

State	Total Qualified	Percent
Alabama	26,362	1.2
Arizona	16,013	0.7
Arkansas	46,913	2.2
California	213,626	9.8
Colorado	37,852	1.7
Connecticut	31,801	1.5
Delaware	8,039	0.4
District of Columbia	11,919	0.5
Florida	144,339	6.6
Georgia	61,630	2.8
Idaho	12,114	0.6
Illinois	79,528	3.6
Indiana	44,112	2.0
Iowa	22,277	1.0
Kansas	17,790	0.8
Kentucky	29,425	1.3
Louisiana	29,359	1.3
Maine	11,101	0.5
Maryland	49,829	2.3
Massachusetts	65,270	3.0
Michigan	67,763	3.1
Minnesota	43,381	2.0
Mississippi	20,036	0.9
Missouri	43,162	2.0
Montana	7,485	0.3
Nebraska	15,298	0.7
Nevada	16,412	0.8
New Hampshire	11,401	0.5
New Jersey	66,330	3.0
New Mexico	10,945	0.5
New York	147,199	6.7
North Carolina	69,832	3.2
North Dakota	6,165	0.3
Ohio	93,075	4.3
Oklahoma	21,036	1.0
Oregon	27,994	1.3
Pennsylvania	98,456	4.5
Rhode Island	8,651	0.4
South Carolina	33,778	1.5
South Dakota	6,753	0.3
Tennessee	46,084	2.1
Texas	158,148	7.3
Utah	17,294	0.8
Vermont	4,820	0.2
Virginia	58,383	2.7
Washington	48,408	2.2
West Virginia	13,057	0.6
Wisconsin	38,650	1.8
Wyoming	3,544	0.2
TOTAL 48 CONTERMINOUS STATES	2,162,839	99.2
Alaska	4,531	0.2
Hawaii	8,088	0.4
TOTAL ALASKA & HAWAII	12,619	0.6
TOTAL UNITED STATES	2,175,458	99.7
Poss. & Other Areas	5,599	0.3
U.S. & POSS., etc.	5,599	0.3
GRAND TOTAL	2,181,057	100.0

NOTES

Standard List Rental Policy and Prices:

Available upon request.

Verification Mailing:

In addition to the examination of the physical records maintained by the list owner, to verify the data reported in section Business/Specialty Analysis, Mailing Analysis, and the Geographical Analysis, a verification test was conducted on a randomly selected sample of 100 names for deliverability.

Deliverability:

Based on the number of verifications returned by The United States Postal Service software analysis, the deliverability of the list was 100.0%.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

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