

# **DATABASE AUDIT REPORT**

**B2B Media**

As of December 2025

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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 healthcare providers and other stakeholders.

**LIST TOTAL:** List total as of December 2025 is 2,350,429.

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

**METHOD OF CONFIRMATION:** Demographic information as reported herein, including name, 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 39.0% or 917,561 users.

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

## BUSINESS ANALYSIS

	Total Qualified	Percent
<b>Hospital List</b>		
Addiction Medicine	87	0.0
Addiction Psychiatry	130	0.0
Adolescent Medicine (Pediatrics)	156	0.0
Adult Cardiothoracic Anesthesiology	492	0.0
Adult Reconstructive Orthopedics	87	0.0
Advanced Heart Failure & Transplant Cardiology	176	0.0
Allergy & Immunology	530	0.0
Anatomic/Clinical Pathology	887	0.0
Anesthesiology	12,475	0.5
Cardiothoracic Surgery	164	0.0
Cardiovascular Disease	6,550	0.3
Child & Adolescent Psychiatry	1,400	0.1
Child Neurology	889	0.0
Clinical Cardiac Electrophysiology	702	0.0
Clinical Neurophysiology	258	0.0
Colon & Rectal Surgery	381	0.0
Critical Care Medicine (Anesthesiology)	603	0.0
Critical Care Medicine (IM)	1,153	0.0
Cytopathology	109	0.0
Dermatology	979	0.0
Dermatopathology	55	0.0
Developmental/Behavioral Pediatrics	146	0.0
Diagnostic Radiology	6,744	0.3
Emergency Medicine	18,872	0.8
Endocrinology Diabetes & Metabolism	1,240	0.1
Epilepsy	205	0.0
Facial Plastic Surgery	18	0.0
Family Medicine	11,860	0.5
Female Pelvic Med & Reconstructive Surgery	71	0.0
Foot & Ankle Orthopedics	64	0.0
Forensic Psychiatry	122	0.0
Gastroenterology	3,628	0.2
General Practice	468	0.0
General Preventive Medicine	134	0.0
General Surgery	7,384	0.3
Geriatric Medicine (Family Medicine)	95	0.0
Geriatric Medicine (Internal Medicine)	531	0.0
Geriatric Psychiatry	168	0.0
Gynecological Oncology	361	0.0
Gynecology	65	0.0
Hand Surgery	104	0.0
Hand Surgery (Orthopedics)	222	0.0
Hematology (Internal Medicine)	148	0.0
Hematology (Pathology)	104	0.0
Hematology/Oncology	4,312	0.2
Hospice & Palliative Medicine	439	0.0
Hospitalist	6,723	0.3
Infectious Disease	1,712	0.1
Internal Medicine	26,440	1.1

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## BUSINESS ANALYSIS (Continued)

	Total Qualified	Percent
Internal Medicine/Pediatrics	1,703	0.1
Interventional Cardiology	1,245	0.1
Interventional Radiology-Integrated	305	0.0
Maternal & Fetal Medicine	563	0.0
Medical Genetics	230	0.0
Medical Oncology	820	0.0
Musculoskeletal Radiology	92	0.0
Neonatal-Perinatal Medicine	2,828	0.1
Nephrology	2,573	0.1
Neurological Surgery	1,771	0.1
Neurology	4,604	0.2
Neuromuscular Medicine (Neurology)	86	0.0
Neuroradiology	910	0.0
Nuclear Medicine	206	0.0
Nurse Practitioner	87,828	3.7
Obstetrics & Gynecology	7,297	0.3
Occupational Medicine	81	0.0
Ophthalmology	1,540	0.1
Optometrist	336	0.0
Oral & Maxillofacial Surgery	81	0.0
Orthopedic Surgery	4,223	0.2
Orthopedic Surgery Of The Spine	152	0.0
Orthopedic Trauma	98	0.0
Otolaryngology	1,582	0.1
Pain Medicine	737	0.0
Pain Medicine (Anesthesiology)	328	0.0
Pain Medicine (PM & Rehab)	32	0.0
Pediatric Anesthesiology	1,290	0.1
Pediatric Cardiology	1,488	0.1
Pediatric Critical Care Medicine	1,672	0.1
Pediatric Emergency Medicine	419	0.0
Pediatric Emergency Medicine	1,054	0.0
Pediatric Endocrinology	659	0.0
Pediatric Gastroenterology	955	0.0
Pediatric Hematology/Oncology	1,343	0.1
Pediatric Infectious Disease	357	0.0
Pediatric Nephrology	451	0.0
Pediatric Ophthalmology	61	0.0
Pediatric Orthopedics	282	0.0
Pediatric Otolaryngology	187	0.0
Pediatric Pulmonology	560	0.0
Pediatric Radiology	370	0.0
Pediatric Rheumatology	241	0.0
Pediatric Surgery	705	0.0
Pediatric Urology	164	0.0
Pediatrics	12,236	0.5
Physical Medicine & Rehabilitation	2,052	0.1
Physician Assistant	48,796	2.1
Plastic Surgery	892	0.0
Podiatrist	895	0.0

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**BUSINESS ANALYSIS (Continued)**

	Total Qualified	Percent
Psychiatry	6,772	0.3
Psychiatry/Neurology	234	0.0
Pulmonary Critical Care Medicine	3,580	0.2
Pulmonary Disease	1,337	0.1
Radiation Oncology	1,909	0.1
Radiology	379	0.0
Reproductive Endocrinology & Infertility	103	0.0
Retinal Specialist	26	0.0
Rheumatology	785	0.0
Selective Pathology	70	0.0
Sleep Medicine	365	0.0
Sports Medicine (Family Medicine)	265	0.0
Sports Medicine (Orthopedic Surgery)	388	0.0
Sports Medicine (PM & Rehab)	59	0.0
Student Health Care	1,651	0.1
Surgical Critical Care (Surgery)	860	0.0
Surgical Oncology	327	0.0
Thoracic Surgery	1,269	0.1
Transitional Year	111	0.0
Transplant Hepatology (IM)	112	0.0
Transplant Surgery	200	0.0
Trauma Surgery	165	0.0
Urology	2,165	0.1
Vascular & Interventional Radiology	1,359	0.1
Vascular Neurology	416	0.0
Vascular Surgery	1,056	0.0
Duplicated Users	308,906	13.1
<b>Hospital List Sub-Total</b>	<b>654,892</b>	<b>27.9</b>
<b>Outpatient Center List</b>		
Addiction Medicine	515	0.0
Addiction Psychiatry	343	0.0
Adolescent Medicine (Pediatrics)	402	0.0
Adult Cardiothoracic Anesthesiology	414	0.0
Adult Reconstructive Orthopedics	970	0.0
Advanced Heart Failure & Transplant Cardiology	519	0.0
Allergy & Immunology	5,548	0.2
Anatomic/Clinical Pathology	1,459	0.1
Anesthesiology	16,697	0.7
Cardiothoracic Surgery	242	0.0
Cardiovascular Disease	28,112	1.2
Child & Adolescent Psychiatry	3,347	0.1
Child Neurology	1,956	0.1
Clinical Cardiac Electrophysiology	3,204	0.1
Clinical Neurophysiology	725	0.0
Colon & Rectal Surgery	2,689	0.1
Critical Care Medicine (Anesthesiology)	467	0.0
Critical Care Medicine (IM)	589	0.0
Cytopathology	174	0.0
Dermatology	14,895	0.6
Dermatopathology	345	0.0

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## BUSINESS ANALYSIS (Continued)

	Total Qualified	Percent
Developmental/Behavioral Pediatrics	280	0.0
Diagnostic Radiology	25,784	1.1
Emergency Medicine	15,524	0.7
Endocrinology Diabetes & Metabolism	6,242	0.3
Epilepsy	446	0.0
Facial Plastic Surgery	564	0.0
Family Medicine	70,010	3.0
Female Pelvic Med & Reconstructive Surgery	375	0.0
Foot & Ankle Orthopedics	684	0.0
Forensic Psychiatry	180	0.0
Gastroenterology	28,724	1.2
General Practice	2,186	0.1
General Preventive Medicine	611	0.0
General Surgery	24,453	1.0
Geriatric Medicine (Family Medicine)	442	0.0
Geriatric Medicine (Internal Medicine)	1,648	0.1
Geriatric Psychiatry	360	0.0
Gynecological Oncology	1,176	0.1
Gynecology	801	0.0
Hand Surgery	1,796	0.1
Hand Surgery (Orthopedics)	3,214	0.1
Hematology (Internal Medicine)	390	0.0
Hematology (Pathology)	177	0.0
Hematology/Oncology	14,684	0.6
Hospice & Palliative Medicine	545	0.0
Hospitalist	3,238	0.1
Infectious Disease	4,765	0.2
Internal Medicine	49,492	2.1
Internal Medicine/Pediatrics	2,893	0.1
Interventional Cardiology	5,574	0.2
Interventional Radiology-Integrated	501	0.0
Maternal & Fetal Medicine	1,547	0.1
Medical Genetics	426	0.0
Medical Oncology	2,590	0.1
Musculoskeletal Radiology	485	0.0
Neonatal-Perinatal Medicine	1,193	0.1
Nephrology	21,397	0.9
Neurological Surgery	7,248	0.3
Neurology	13,836	0.6
Neuromuscular Medicine (Neurology)	308	0.0
Neuroradiology	3,492	0.1
Nuclear Medicine	527	0.0
Nurse Practitioner	214,213	9.1
Obstetrics & Gynecology	41,359	1.8
Occupational Medicine	706	0.0
Ophthalmology	36,375	1.5
Optometrist	28,895	1.2
Oral & Maxillofacial Surgery	2,913	0.1
Orthopedic Surgery	40,243	1.7
Orthopedic Surgery Of The Spine	2,044	0.1

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## BUSINESS ANALYSIS (Continued)

	Total Qualified	Percent
Orthopedic Trauma	394	0.0
Otolaryngology	13,798	0.6
Pain Medicine	6,306	0.3
Pain Medicine (Anesthesiology)	3,242	0.1
Pain Medicine (PM & Rehab)	768	0.0
Pediatric Anesthesiology	817	0.0
Pediatric Cardiology	2,828	0.1
Pediatric Critical Care Medicine	606	0.0
Pediatric Emergency Medicine	205	0.0
Pediatric Emergency Medicine	529	0.0
Pediatric Endocrinology	1,681	0.1
Pediatric Gastroenterology	2,394	0.1
Pediatric Hematology/Oncology	1,872	0.1
Pediatric Infectious Disease	505	0.0
Pediatric Nephrology	684	0.0
Pediatric Ophthalmology	452	0.0
Pediatric Orthopedics	937	0.0
Pediatric Otolaryngology	601	0.0
Pediatric Pulmonology	1,262	0.1
Pediatric Radiology	690	0.0
Pediatric Rheumatology	483	0.0
Pediatric Surgery	1,064	0.0
Pediatric Urology	544	0.0
Pediatrics	35,744	1.5
Physical Medicine & Rehabilitation	8,663	0.4
Physician Assistant	115,682	4.9
Plastic Surgery	7,686	0.3
Podiatrist	18,026	0.8
Psychiatry	16,726	0.7
Psychiatry/Neurology	373	0.0
Pulmonary Critical Care Medicine	8,100	0.3
Pulmonary Disease	4,864	0.2
Radiation Oncology	6,046	0.3
Radiology	1,307	0.1
Reproductive Endocrinology & Infertility	1,470	0.1
Retinal Specialist	975	0.0
Rheumatology	5,132	0.2
Selective Pathology	122	0.0
Sleep Medicine	1,343	0.1
Sports Medicine (Family Medicine)	2,805	0.1
Sports Medicine (Orthopedic Surgery)	5,958	0.3
Sports Medicine (PM & Rehab)	332	0.0
Student Health Care	820	0.0
Surgical Critical Care (Surgery)	1,399	0.1
Surgical Oncology	1,121	0.0
Thoracic Surgery	3,289	0.1
Transitional Year	146	0.0
Transplant Hepatology (IM)	392	0.0
Transplant Surgery	593	0.0
Trauma Surgery	224	0.0

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**BUSINESS ANALYSIS (Continued)**

	<b>Total Qualified</b>	<b>Percent</b>
Urology	14,485	0.6
Vascular & Interventional Radiology	3,521	0.1
Vascular Neurology	661	0.0
Vascular Surgery	5,047	0.2
Duplicated Users	608,655	25.9
<b>Outpatient Center List Sub-Total</b>	<b>1,695,537</b>	<b>72.1</b>
<b>TOTAL</b>	<b>2,350,429</b>	<b>100.0</b>

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**MAILING ADDRESS ANALYSIS**

	<b>Total Qualified</b>	<b>Percent</b>
Individual by Name and Title and/or Occupation	1,432,868	61.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee	917,561	39.0
<b>Total Qualified Subscriptions</b>	<b>2,350,429</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>2,350,429</b>	<b>100.0</b>

## GEOGRAPHIC ANALYSIS

State	Total Qualified	Percent
Alabama	27,517	1.2
Arizona	49,841	2.1
Arkansas	16,677	0.7
California	231,979	9.9
Colorado	40,787	1.7
Connecticut	34,352	1.5
Delaware	8,646	0.4
District of Columbia	12,645	0.5
Florida	158,918	6.8
Georgia	66,286	2.8
Idaho	13,451	0.6
Illinois	85,259	3.6
Indiana	46,687	2.0
Iowa	23,786	1.0
Kansas	19,100	0.8
Kentucky	32,069	1.4
Louisiana	30,876	1.3
Maine	11,899	0.5
Maryland	53,696	2.3
Massachusetts	68,383	2.9
Michigan	72,069	3.1
Minnesota	46,376	2.0
Mississippi	20,856	0.9
Missouri	44,745	1.9
Montana	8,150	0.3
Nebraska	16,296	0.7
Nevada	17,605	0.7
New Hampshire	13,282	0.6
New Jersey	72,533	3.1
New Mexico	11,635	0.5
New York	157,122	6.7
North Carolina	76,081	3.2
North Dakota	6,569	0.3
Ohio	99,532	4.2
Oklahoma	23,756	1.0
Oregon	29,501	1.3
Pennsylvania	103,935	4.4
Rhode Island	9,027	0.4
South Carolina	38,322	1.6
South Dakota	7,412	0.3
Tennessee	52,060	2.2
Texas	170,338	7.2
Utah	19,686	0.8
Vermont	4,992	2.7
Virginia	63,383	2.2
Washington	52,040	2.2
West Virginia	14,054	0.6
Wisconsin	42,659	1.8
Wyoming	3,684	0.2
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>2,330,554</b>	<b>99.2</b>
Alaska	4,843	0.2
Hawaii	8,552	0.4
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>13,395</b>	<b>0.6</b>
<b>TOTAL UNITED STATES</b>	<b>2,343,949</b>	<b>99.7</b>
Poss. & Other Areas	6,480	0.3
<b>U.S. &amp; POSS., etc.</b>	<b>6,480</b>	<b>0.3</b>
<b>GRAND TOTAL</b>	<b>2,350,429</b>	<b>100.0</b>

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## 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. The following is an analysis of the results of this test.

### **Deliverability:**

Based on the number of verification 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.

**Alliance for Audited Media**