



DMD's database named the first and only U.S. physician email database audited by BPA Worldwide

BPA Worldwide's annual report to list DMD as a verified source for physician email

Rosemont, Ill., January 12, 2016—DMD, a national leader in connecting healthcare marketers with healthcare professionals (HCPs) through data-driven, performance-based email services, today announced it has been recognized as the first and only U.S. physician email database successfully audited by BPA Worldwide, a trusted resource for compliance and assurance services. BPA Worldwide will classify DMD as a verified source list for advertisers and agencies in its annual report.

Aiming to reduce brand risk for its customers, BPA Worldwide found that DMD processes incoming email addresses through multiple programs to ensure email address accuracy and functionality. These programs include:

- Domain match: Incoming email addresses are matched to the DMD-approved domain list. If a domain is not found, the address is processed through the proprietary DMD domain registrant program, which checks for acceptable and unacceptable domains.
- Email name match: Email addresses are linked to the associated physician on the AMA file using multiple match and omit processes.
- Email validation: General email addresses that do not conform to the DMD standard are identified and screened out of the DMD database.
- Ongoing quality: Physician change-of-email-address requests and opt-outs are processed daily in accordance with the CAN-SPAM Act.

More findings from the audit include:

- Sourcing: DMD's physician email database is sourced through HCP website co-registrations, medical publication subscriptions, AMA-authenticated telephone verification, and other authenticated physician sources. All records are permission passed. All opt-outs are eliminated from the database on a daily basis.
- Deliverability: A representative sample of DMD's physician email database was selected for email deliverability testing. Results indicate a 95% successful deliverability rate.

DMD maintains an unrivaled email database, but it's not just a claim we make or sales rhetoric," said DMD President Roger Korman, Ph.D., a healthcare data management expert with more than three decades of experience in the field. "With the BPA audit, it's now a statement of fact."

Get real-time list count access to DMD's database, using DMD's newest targeting tool, Get Data Now: <http://getdatanow.dmdconnects.com/#/>

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For more information on DMD, please visit www.dmdconnects.com.

For more information on BPA and its services, please visit www.bpaww.com.

About DMD

DMD is a national leader in enabling healthcare marketers to build ongoing relationships with HCPs, via a uniquely sourced, micro-targeted, cross-channel database. Using robust email analytics and email asset optimization in a consultative partnership with its clients, DMD delivers measurable cross-channel campaign results to pharmaceutical marketers, medical marketing agencies, publishers, hospitals, continuing medical education companies, and healthcare recruiters.

About BPA Worldwide. BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 3,200 audits in over 20 countries, BPA is a trusted resource for compliance and assurance services. Its latest offering, Ad iCompli, measures and scores online ad campaign performance for business and consumer marketers.

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