



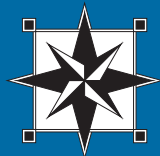
**DirectInnovations** is the exclusive database manager for the **American Health Census** Consumer Healthcare Database.

The company is a comprehensive, direct marketing services firm that develops and deploys strategic marketing solutions for pharmaceutical companies, healthcare service providers, and consumer package goods companies.

DirectInnovations implements and deploys data-driven healthcare marketing communications that are HIPAA compliant, adhere to privacy policy standards and arrive in the hands of patients with an express need for a specific healthcare therapy or procedure.



The Leader in HIPAA-Compliant Multi-Channel Ailment Data



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Direct Mail • Email • DTC Marketing • HCP Marketing

[www.americanhealthcensus.com](http://www.americanhealthcensus.com)

The American Health Census web site ([www.americanhealthcensus.com](http://www.americanhealthcensus.com)) enables consumers to access relevant medical ailment information and sign up to receive promotional information about specific medical ailments and conditions that effect their everyday life.

When consumers sign up and opt-in at American Health Census they are able to review valuable medical information, read current medical articles, find relevant links to specific healthcare web sites and receive exclusive offers with valuable coupons for the latest products available.

In addition, the American Health Census site is full of the latest articles on health, medicine, physical fitness and medical ailments. The site also enables consumers to take specific health-related surveys and offers a wide range of resources that they can access with just a click of the mouse.

The American Health Census web site has a comprehensive Sign-Up page that captures a wealth of self-reported consumer healthcare information, from the medical ailments they suffer from to the Rx & OTC medications they take.

All information gathered at AHC is 100% self-reported, HIPAA-compliant and is confirmed opt-in.

Our client services include:

- Direct-to Consumer ailment data
- Direct-to-consumer of Over-the-Counter (OTC) products
- Healthcare professionals
- Market research
- Database development and management
- Campaign analysis
- Consultative services
- Online media services

American Health Census implements and deploys data-driven healthcare marketing communications that arrive in the hands of consumers who have expressed interest and a need for specific healthcare therapy or procedures, all through a self-response process.

Whether you need to reach consumers or healthcare professionals, American Health Census can strategically develop and deploy a healthcare-marketing initiative that will meet or exceed your goals.



All American Health Census surveys are designed to be completed in less than two minutes. Our surveys consist of 10 questions or less, plus their personal, identifiable consumer contact information. All the questions are written in a manner that is easily processed by the consumers which increases the likelihood of a completed survey. Many may have “trigger questions” that can identify other ailments or consumer habits which will then queue them up for an additional survey. Multiple surveys help us determine the best time to reach consumers and business professionals, providing a distinct marketing advantage over the competition.

### Cholesterol Survey

\* First Name  \* Last Name

Street Address  City

\* State  Zip  Phone  Cell Phone

Email  \* Gender

\*How would you rate your cholesterol?

Good/Average (under 200)  
At Risk (200 - 240)  
High (240 - 280)  
Very High (280+)

\*How would you rate LDL (bad) cholesterol?

Good/Average (under 130)  
At Risk (130 - 160)  
High (170 - 200)  
Very High (200+)

\*How often do you have your cholesterol checked?

Yearly  
Twice a year  
Almost never

\*Based on your family history, are you at risk for a stroke?

No  
Yes

\*What do you do to manage your cholesterol?

Diet  
Exercise  
Medication  
Nothing

The information you provided may be used to send you targeted offers that will save you time in your busy schedule.

I would like to receive online offers, postal offers, product information, specials and updates from third party advertisers.

I agree to the AHC opt-in Privacy Policy.

\* Enter the word in the image captcha

**cAPtCHa**

We encourage our readers to look at our Privacy Policy.  
\* Indicates Response Required.

American Health Census recognizes the importance to your clients to make sure that the consumers understand fully what they are opting into.

Whether they read the front page of the website or complete a survey, we have made it very clear that the consumer will be receiving 3rd-party-information that will be relevant to them.

To ensure the consumer is a willing customer, we require two checked boxes for their consent, and we include a Captcha code requirement for every opt-in.

We strongly encourage you to visit our privacy policy (see the link below) and to review it to see the clear and precise terms with which it is written that will enable everyone to understand the intended use of the data.

[http://www.americanhealthcensus.com/2013/privacy\\_policy.html](http://www.americanhealthcensus.com/2013/privacy_policy.html)

### SOME OF OUR AILMENTS AND CORRESPONDING COUNTS

Medical Ailments	Counts
Acne	4,153,275
ADD/ADHD	479,542
Allergies	21,046,384
Alzheimer's	94,753
Arthritis	4,510,275
Asthma	1,320,497
Colorectal Cancer	44,754
Congestive Heart Failure	412,584
COPD	56,428
Depression	1,425,135
Dermatological (Non-Acne)	2,245,186
Diabetes (Types I & II)	3,402,315
Diet & Weight Loss	9,451,823
Erectile Dysfunction	3,520,468
GERD/Acid Reflux	2,974,165
Heartburn/Indigestion	5,023,419
Heart Disease	687,418
High Blood Pressure	1,630, 245
High Cholesterol	5,102,340
Hypertension	635,948
IBS	654,182
Incontinence/OAB	1,420,515
Insomnia	2,654,109
Melanoma	154,286
Menopause	2,687,956
Migraine Headaches	1,687,053
Obesity	3,874,165
Prostate	1,102,348
Restless Leg Syndrome	896,418
Rheumatoid Arthritis	954,683
Sleep Disorders	2,310,548
Snoring	845,218
Teeth Whitening/OTC	4,875,122
Vitamin/Supplements	5,412,789
Plus many more	



### DIABETES SUFFERERS POSTAL & EMAIL MASTERFILE

American Health Census provides a comprehensive list of people who suffer from either Type I or Type II diabetes. This file is self-response data that is 100% HIPAA-compliant. Surveys are completed by the consumer and validated through a double opt-in process.

These consumers provide household demographic information and complete a survey with questions specifically about diabetes and how it affects the respondents' life. All responses are based on the individual and are not tied to the household. The respondent identifies his/her ailment type and treatment including prescriptions.



#### SEGMENTS

**Total Diabetes Universe 3,402,315**

- Type I
- Type II

### HIGH CHOLESTEROL SUFFERERS POSTAL & EMAIL MASTERFILE

American Health Census provides a comprehensive list of over five million high cholesterol sufferers. This self-reported file is 100% HIPAA-compliant. Surveys are completed by the consumer and validated through a double opt-in process.

Consumers provide household demographic information and complete a question-specific survey regarding high cholesterol and how it affects the respondents' life. All responses are based on the individual and are not tied to the household. The respondent identifies his/her ailment type and treatment including prescriptions.



#### SEGMENTS

**Total High Cholesterol Universe 5,102,340**

## RHEUMATOID ARTHRITIS POSTAL & EMAIL MASTERFILE

American Health Census provides a comprehensive list of nearly one million rheumatoid arthritis sufferers. Our survey reaches consumers that have been struggling with this condition for years. We correctly identify consumers who suffer specifically from rheumatoid conditions and no other arthritic conditions that can be confused with the same ailment such as psoriatic arthritis.

This file is a self-response file that is 100% HIPAA-compliant. Surveys are completed by the consumer and validated through a double opt-in process. Consumers provide household demographic information and complete a survey with questions specifically about rheumatoid arthritis and how it affects the respondents' life. All responses are based solely on the individual and not tied to the household. The respondent identifies his/her ailment type and treatment including prescriptions.



### SEGMENTS

**Total RA Universe**

**954,683**



## SLEEP DISORDERS POSTAL & EMAIL MASTERFILE

American Health Census provides a comprehensive list of consumers who suffer from various sleep disorders. Respondents identify types of sleep disorders they suffer from including but not limited to: Restless leg syndrome, insomnia, sleep apnea, occasional lack of sleep, and snoring. This database is ideal for reaching overworked and under-rested Americans looking for relief from their distressed sleep. They indicate additional environmental and/or social factors that may impede their sleeping habits.

This file is a self-response file that is 100% HIPAA-compliant. Surveys are completed by the consumer and validated through a double opt-in process. Consumers provide household demographic information and complete a survey with questions specifically about sleep disorders and how it affects the respondents' life. All responses are based solely on the individual and are not tied to the household. The respondent identifies his/her ailment type and treatment including prescriptions.



### SEGMENTS

**Total Sleep Disorders Universe 2,310,548**

- COPD
- Sleep Apnea
- Restless Leg Syndrome
- Insomnia
- Snoring



## Medical Doctors Postal & Email Masterfile

From aches and pains to child birth, American Health Census healthcare professionals cover all areas of medicine. They are highly-educated and family-orientated and seek the best possible care for their patients. Our physicians are available by specialty which makes them highly selectable to reach the niche market for the targeted offer. With demanding work schedules and late hours, our doctors are excellent prospects for all direct-mail and email offers or [FDA-MANDATED COMPLIANCE MARKETING!](#)

Segments	Counts
<b>TOTAL UNIVERSE / BASE RATE</b>	<b>937,159</b>
OB/GYN	48,756
Family Practice	129,117
General Medicine	69,306
Pediatrics	34,931
Internal Medicine	39,452
Physical Medicine & Rehab.	21,200
Preventive Medicine	17,526
And Much More	



## Registered Nurses Postal & Email Database

These nurses are licensed, certified, and are a highly-educated group of individuals. They are involved with purchasing various goods and services such as medical supplies, apparel, newsletters, magazines, accounting software, office furniture and equipment, and other products that enhance the efficiency and productivity of their facilities. Select by nurse type: RN, LPN, NP, midwife and more. Provides excellent results for such offers as recruitment, uniforms, CME, journals, magazines, credit cards, catalogs, travel, online offers or [FDA-MANDATED COMPLIANCE MARKETING!](#)

Segments	Counts
<b>TOTAL UNIVERSE / BASE RATE</b>	<b>4,330,542</b>
Registered Nurses	3,112,810
Nurse Practitioners	
Nursing Specialties	
• Pediatrics	
• Neo-Natal	
• ER	
• Family Care	

