



# The Washington Physicians Directory

P.O. Box 4436, Silver Spring, MD 20914 301-384-1506 Fax 301-384-6854 wpd@wpdnetwork.com

## Annual Electronic Data Leases

**T**he Washington Physicians Directory database is available in an electronic format. This is particularly useful, and cost effective, if you have a need to reach your market periodically throughout the year. The annual lease entitles the lessee to unlimited use of the information for one year. (The information is for the exclusive use of the lessee and may not be published, exchanged, donated or resold.)

You may limit the size of your database by medical specialty, geography, year of graduation from medical school, and foreign language. Each record (row) will include the doctor's name, medical school and year of graduation, NPI, group practice name, all medical specialties and certifications, complete address, office phone, up to two other phone numbers with their appropriate descriptions, i.e., F=fax, C=cell or car phone, etc., and e-mail address, if provided.

WPD will provide you with an Excel spreadsheet with column headers and a file with additional column descriptions.

To effectively use this data, you will need a database software package similar to Access, Paradox or Act. (It must have the ability to import an Excel file or comma separated ASCII text file.) Once you've established your own database, you will have the capability to query on any of the fields in the file, giving you the freedom to send correspondence to targeted specialty groups within restricted geographical areas, if you so desire. A working knowledge of your database software and your word processing software is essential.

### **RATES FOR ELECTRONIC DATA LEASES**

**(M.D.'s/D.O.'s & Hospitals call for discounted rates.)**

<b>1st thousand or less*</b>	<b>\$210.00</b>
<b>Additional thousand**</b>	<b>\$160.00</b>

**\* minimum charge**

**\*\* additional thousands prorated to nearest hundred**

*There are no additional charges for special selections.*

**The term of the lease runs for a continuous twelve (12) month period commencing on the date of order. Depending on the date of lease, you may receive an updated file when our annual update of the database is completed, usually by March 1st.**

**Please call 301-384-1506 to place your order. Credit card orders expedite processing.**