



ConsumerVision Rx Selector

Prescription and Ailment Database

3,200,000

Base Price \$150.00 Per Thousand (M)

Phones: +\$20.00

Minimum Order: \$350.00

The business challenges in the healthcare and pharmaceutical industries are numerous and complex. That's why companies turn to **ConsumerVision Rx** for fresh, accurate data from one of the industry's oldest consumer databases for prescription and health-related information. With data derived from millions of surveys each year, this comprehensive list includes self-reported, HIPAA compliant data on issues ranging from diabetes to digestive disorders, mental health to vascular issues and more! With over 6.5 million records attached to a wide range of demographic and interest selections, the Rx Selector is the answer to all your prospecting needs. **Source:** Self-reported data from consumer surveys.

Selection Level 5 - \$

Available Selections

ADHD/ADD

ADHD/ADD
ADHD/ADD Meds ▪
Concerta ▪
Ritalin LA ▪
Ritalin ▪
Adderall ▪
Adderall XR ▪

Allergies/Asthma

Allegra ▪
Allergy Meds ▪
Asthma
Asthma Meds ▪
Beconase ▪
Claritin/Claritin D ▪
Flonase
Nasacort ▪
Nasal Allergies
Nasal crom ▪
Nasonex ▪
Rhinocort ▪
Rhinocort Aqua ▪
Vancenase ▪
Zyrtec ▪

Arthritis

Arthritis
Arthritis Meds ▪
Celebrex ▪
Osteoarthritis
Rheumatism
Viiox ▪

Bone/Nerve Concerns

Back Pain
Multiple Sclerosis
Osteoporosis
Spinal Injury
Cancer
Breast Cancer
Cancer
Colon Cancer
Prostate Cancer

Cardiovascular/Pulmonary Health

COPD
Emphysema
Heart Disease/Attack
High Blood Pressure
High Cholesterol
Lipitor ▪

Depression/Anxiety/Mental Health

Anxiety
Depression
Insomnia
Paxil ▪
Anti-depressant ▪
Prozac ▪
Zoloft ▪

Diabetes

Diabetes
Diabetes Type 1
Diabetes Type 2
Glucophage ▪
Oral Injectable - Insulin ▪

Gastrointestinal Health

Heartburn/Acid Indigestion
Crohns Disease
GERD/Acid Reflux
Heartburn Meds
IBS
OTC Heartburn Meds
Ulcerative Colitis

Gender Specific Concerns

Impotence
Menopause
Premarin ▪
Viagra ▪

Medical Devices

Hearing Aid
Wheel Chair

Migraines/Headaches

Imitrex
Migraines/Headaches

Other

Alzheimers
Bladder Control
Bronchitis/Chronic Bronchitis
Detrol ▪
Sinusitis
Snoring

(RX is denoted by a ▪)

Skin Concerns

Acne
Eczema
Nail Fungus
Nail Fungus Meds ▪
Psoriasis
Scar Treatment ▪

Vision

Contacts ▪
Eyeglasses ▪
Laser Vision Correction ▪

Weight Control

Obesity
Obesityl ▪
Weight Problems

Healthy Choices

Dieting/Weight Control
Improving Your Health
Health/Natural Food
Healthy/Low-Fat Cooking
Physical Fitness/Exercise
Self-Improvement
Vegetarian
Walking For Health
Vitamins and Health Supplements

ConsumerVision Rx Category Levels

The pricing for use of the Demographic criteria is determined by the Price Level of the item, regardless if the purpose for usage is for output, selection or omission. Phones numbers are priced separately.

Category Level 1: \$

| | | |
|------------------|-----------------------|------------------------|
| Address Type | Homeowner Type | Median Income |
| Dwelling Type | Household Composition | Median Years in School |
| Estimated Age | Latitude | Multiple Surnames |
| Estimated Income | Length of Residence | Oldest Age at Address |
| Estimated Wealth | Longitude | Percent Black |
| Ethnic Code | Marital Status | Percent Hispanic |
| Gender | Median Home Value | Property Type |
| | | Title |

Category Level 2: \$

| | | |
|----------------------|--------------------|----------------------|
| Child Female 0 - 2 | Child Male 11 - 15 | Exact Age |
| Child Female 3 - 5 | Child Male 16 - 17 | Nielsen County Code |
| Child Female 6 - 10 | Child 0 - 2 * | Number of Children |
| Child Female 11 - 15 | Child 3 - 5 * | Occupation |
| Child Female 16 - 17 | Child 6 - 10 * | Occupation Type |
| Child Male 0 - 2 | Child 11 - 15 * | Presence of Children |
| Child Male 3 - 5 | Child 16 - 17 * | |
| Child Male 6 - 10 | *Unknown Gender | |

Category Level 3: \$

| | | |
|-------------------------------|----------------------|----------------------------|
| Adult Dating Services | Domestic Lifestyle | New Vehicle Purchaser |
| Apparel Interest | Estimated Home Value | Number of Cars Registered |
| Athletic Lifestyle | Fitness Lifestyle | Online Auction |
| Auto Interest | Good Life Lifestyle | Opportunity Seeker |
| Blue Chip Lifestyle | Health & Fitness | Outdoors Lifestyle |
| Cable Internet Services | Home Improvement | Premium Ethnic Code |
| College & Higher Education | Insurance | Recreational Vehicle Owner |
| Combined Vehicle Market Value | Internet User | Religion Code |
| Computer Products | Investor | Surveys & Sweepstakes |
| Country of Origin | Language Preference | Technology Lifestyle |
| Cultural Lifestyle | Membership Clubs | Telecommunications |
| Date of Birth | Military | Travel |
| Debt Consolidation | Month of Birth | Truck Owner |
| Do-It-Yourself Lifestyle | Motorcycle Owner | Weight Loss |

See additional Level 3 Selections for ConsumerVision LSR on data card.

Category Level 4: \$

| | |
|-----------------------------|--------------------------------|
| Bank Credit Card | Retail Credit Card |
| Finance Company Credit Card | Standard Specialty Credit Card |
| Gas Credit Card | Super Niches |
| Mail Donor | Travel Credit Card |
| Mail Order Buyer | Upscale Retail Credit Card |
| Mail Order Responder | Upscale Specialty Credit Card |
| Miscellaneous Credit Card | |

Category Level 5: \$

| |
|-------------------------|
| Revolving Debt |
| Summarized Credit Score |
| Value Score |