

MEDICAL SERVICES USED AT HOSPITAL OR OTHER MEDICAL FACILITY PAST 3 YEARS*

- Any Overnight Stay Procedure
- Cancer/Oncology
- Cardiac Care
- Corrective Eye Surgery
- Cosmetic Surgery
- Maternity Care
- Mental Healthcare
- Neurology
- Non-Surgical Cosmetic Dentistry (Teeth Whitening, Veneers, etc.)
- Orthopedics
- Pediatrics
- Reconstructive Surgery
- Other Medical Services

HEALTHCARE SPECIALISTS USED PAST 12 MONTHS

- Cardiologist
- Chiropractor
- Dentist
- Dermatologist (Skin Doctor)
- Fee-Paid Weight Loss Program
- Ophthalmologist (Eye Doctor)
- Optometrist (Eye Examiner)
- Plastic/Cosmetic Surgeon
- Podiatrist (Foot Doctor)
- Other Specialist

STORES BOUGHT GLASSES/ CONTACT LENSES PAST 12 MONTHS

HOUSEHOLD MEMBERS WHO WEAR GLASSES OR CONTACT LENSES*

HOSPITALS USED*

- Past 3 Years
- Preferred

PHARMACEUTICALS

- Places Purchased Prescription Drugs/ Non-Prescription Drugs/Health/ Beauty Items Past 30 Days

REASONS BOUGHT MEDICATIONS (OTC/Rx) PAST 12 MONTHS

- Allergies
- Arthritis
- Asthma
- Children's Medicine
- Cholesterol
- Cold or Flu
- Diabetes
- Digestive Disorder
- High Blood Pressure
- Impotence/Erectile Dysfunction (ED)
- Migraines
- Quit Smoking
- Sleep Disorder
- Weight Loss
- Other

PLANNING TO SHOP FOR NEXT 12 MONTHS*

- Nursing/Convalescent Services or Retirement Facility

HEALTH INSURANCE

- Type
 - Group
 - Individual
- Insurance Provider

LIFE INSURANCE

BELONG TO A HEALTH/FITNESS CLUB

CONTRIBUTED TO HEALTHCARE/ MEDICAL ORGANIZATION*

* Household Measurements



Healthcare & Pharma



COUNT THE WAYS >

#43: They call me doctor.

I do not have an advanced medical degree, but my knowledge of the local healthcare market impresses my hospital client. I am able to create events and promotions that keep the hospital's business healthy.