



Healthcare List Services

Email Address Guidelines

Online and email marketing have become important, cost effective channels to communicate and develop customer relationships. Email transmissions enable the delivery of medical related messages to healthcare professionals in a timely and efficient manner. To assist you in building business to business relationships and fulfilling your business needs, SDI maintains a database of email addresses of healthcare professionals for the purpose of providing medically relevant information on behalf of SDI clients.

Collection of Email Addresses for Email Broadcast Services

SDI collects email addresses from a variety of sources, including, directly from the email recipient, from online and postal marketing surveys, state medical boards, third party vendors and tradeshow. Email recipients are provided the opportunity to opt in and/or opt out of receiving emails provided by this service. SDI processes opt out requests from email recipients to have their email addresses removed from the email database on a daily basis.

Use of Email Addresses for Email Broadcasting Services

SDI only distributes email broadcasts that are relevant to the healthcare industry. Email broadcasts contain information that includes, but is not limited to:

- Pharmaceutical product information and brand updates
- On-line market research programs
- Medical journal subscriptions
- Continuing Medical Education (CME) events
- New medical equipment and/or supplies
- Drug recalls
- Medical conferences and speaker opportunities

Email Deployment

All email broadcasts are deployed on behalf of SDI's clients using a proprietary email broadcast system. This system sends an individual email to each broadcast recipient, and does not allow the recipient to view other email recipients. It provides an efficient mechanism to allow recipients to opt-out of their previous permission and choose not to receive additional emails from SDI. SDI's email broadcast system automates the opt-out process, ensuring opt-out requests are addressed in a timely and efficient manner.