

HART & BENJAMIN

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Mailing List

HAB-2031

MIN #31063

SRDS #751563-000

VISUAL HEALTH INFORMATION (VHI)

Premier Rehab Direct Marketer, &

#1 PT Patient Education Publisher

Visual Health Information (VHI) produces reproducible patient education kits for PTs, OTs, Speech Pathologists, Geriatric PTs, Fitness Trainers, Athletic Trainers, and the health care institutions that offer these types of services, such as hospitals, fitness clubs, and sports medicine/PT clinics. Average price of the reproducible kits is \$149. Since kits are licensed for each location or practitioner, many buyers have made multiple purchases. All sales are a result of catalogs and direct mail offers mailed quarterly to their universe.

1	GERIATRIC PHYSICAL THERAPISTS	5,124
2	PHYSICAL THERAPY CLINICS	10,020
3	SPEECH PATHOLOGISTS	8,101
4	FITNESS TRAINERS	6,343
5	PERSONAL TRAINERS	3,927
6	ATHLETIC TRAINERS	1,140
7	OCCUPATIONAL THERAPISTS	7,249
8	ACTIVITIES OF DAILY LIVING BUYERS	4,082
9	PEDIATRIC FUNCTIONAL ACTIVITY	4,336
10	THERAPEUTIC BALL EXERCISES	9,693
11	CLOSED CHAIN EXERCISES	8,769
12	BODY MECHANICS	4,965
13	BALANCE & VESTIBULAR	4,795
14	HOSPITAL PHYSICAL THERAPY DEPARTMENTS	2,658
15	NURSING HOME PHYSICAL THERAPY DEPARTMENTS	2,516
16	HEALTH & WELLNESS PROFESSIONALS & PROGRAMS	9,642
17	SPORTS MEDICINE CLINICS	1,720

Minimum Order 5000 addresses. All records 12 months or less. Updated quarterly. Brokers welcomed.

Base Price:	\$110/M	3-Months:	\$15/M
E-Mail/FTP:	\$50	6-Months:	\$10/M
Key Coding:	\$5/M	Selects (Geo/Gender):	\$5/M