

Engaging the right customers in the right way

Choose from:

89 hospital specialties* (examples below)

Target audience	Hospital doctors reach (UK)	Specialist nurses reach (UK)	Average Open Rates	Average CTR
Cardiology	1,290	2,030	9.1%	19.1%
Dermatology	709	759	6.1%	24.8%
Endocrinology	884	1,240	7.7%	21.7%
Gastroenterology	970	593	8.8%	14.6%
Neurology	726	1,050	8.2%	25.9%
Oncology	2,120	2,940	7.6%	16.1%
Respiratory	1,130	1,427	9.2%	26.5%

Or choose from:

GPs, senior management, pharmacists

Target audience	Reach (UK)	Average Open Rates	Average CTR
GPs	17,800	9.4%	19.8%
Senior NHS managers	19,000	10.7%	13.2%
Hospital pharmacists	9,650	9.5%	16.4%
Prescribers	71,100	9.2%	19.3%

Direct mail

Print, fulfilment & postage; 100% coverage of mailing addresses
Reach a wider audience to drive traffic online

Wilmington
Healthcare

*further segmented by sub-specialty, grade, responsibility, organisation type, geographic area