



# ConsumerVision Rx Selector

## Prescription and Ailment Database

**3,200,000**  
**Base Price \$150.00 Per Thousand**

**Minimum Order: \$300.00**

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 - \$100.00/M

#### 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  
Vioxx •

#### 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

#### Skin Concerns

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

#### Vision

Contacts •  
Eyeglasses •  
Laser Vision Correction •

#### Weight Control

Obesity  
Obesityl •  
Weight Problems

**(RX is denoted by a •)**

See CAS-ConsumerVision RX Selection Levels

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Data Processing • Lists • Data Append • Mail Services • Phone Append



# CAS - 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: \$5.00/M

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

## Category Level 2: \$10.00/M

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 *	Presence of Children
Child Female 16 - 17	Child 6 - 10 *	
Child Male 0 - 2	Child 11 - 15 *	
Child Male 3 - 5	Child 16 - 17 *	
Child Male 6 - 10	*Unknown Gender	

## Category Level 3: \$15.00/M

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

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

## Category Level 4: \$20.00/M

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	

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