



# 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

DC32011



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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	Oldest Age at Address
Basic Ethnic Code	Length of Residence	Percent Black
Dwelling Type	Latitude	Percent Hispanic
Estimated Age	Longitude	Property Type
Estimated Income	Marital Status	Multi-Family Dwelling Unit
Estimated Wealth	Median Home Value	Title
Gender	Median Income	
Homeowner Type	Median Years in School	

## 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 *	Occupation Type
Child Female 16 - 17	Child 6 - 10 *	Presence of Children
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	Online Auction Interests
Apparel Interest	Fitness Lifestyle	Opportunity Seekers
Athletic Lifestyle	Good Life Lifestyle	Outdoors Lifestyle
Automobile Interest	Health & Fitness Interests	Premium Ethnic Code
Blue Chip Lifestyle	Home Improvement Interests	Religion Code
Cable Internet Service Users	Insurance Interests	Surveys & Sweepstakes Interests
College & Higher Education Interests	Internet User	Technology Lifestyle
Computer Product Interests	Investor Interests	Telecommunications SVC Interests
Country of Origin	Language Preference	Travel Interests
Cultural Lifestyle	Membership Club Interests	Weight Loss Interests
Date of Birth	Military	
Debt Consolidation Interests	Month of Birth	
Do-It-Yourself Lifestyle	Occupation	
Domestic Lifestyle		

***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	Niches & Super Niches
Mail Order 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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