

American Medical Association-Specialty By Communications

	<u>Direct Mail</u>	<u>E-Mail (1 Per)</u>	<u>E-Mail (All Per)</u>	<u>Telemarketing</u>	<u>Fax</u>
Allergy	544	356	525	437	281
Adult Cardiothoracic Anesthesiology	427	288	421	111	6
Adolescent Medicine-Peds	535	395	640	297	149
Addiction Medicine	242	157	246	185	93
Addiction Psychiatry	501	335	518	236	59
Allergy & Immunology	3753	2630	4073	2661	1488
Allergy & Immun/diag Lab	30	23	37	18	8
Aerospace Medicine	415	241	346	174	65
Adolescent Medicine (Family Practice)	5	5	8	3	2
Adolescent Medicine	19	12	14	17	12
Anesthesiology	44200	30024	47650	24048	7396
Anesthesiology/pain Management	1602	1197	1912	1101	393
Abdominal Radiology	183	126	198	80	9
Abdominal Surgery	93	62	99	64	46
Anatomic Pathology	977	733	1245	684	404
Blood Banking	611	390	601	252	118
Child Abuse Pediatrics	26	20	30	12	5
Clinical Biochemical Genetics	13	11	24	12	8
Critical Care - Anesthesiology	787	562	889	346	71
Clinical Cytogenetics	9	8	14	9	4
Critical Care Medicine	1753	1317	2159	896	310
Critical Care - Pediatric	1959	1545	2575	825	275
Critical Care Surgery	1169	863	1305	522	114
Cardiovascular Disease	23414	17467	29331	16602	8016
Craniofacial Surgery	31	19	26	18	9
Clinical Genetics	116	95	165	97	61
Child Neurology	1613	1193	1993	851	388
Child Psychiatry	8322	5353	7857	4649	1807
Congenital Cardiac Surgery (Thoracic Surgery)	17	14	20	7	4
Clinical Pathology	407	282	447	227	128
Clinical Molecular Genetics	5	2	2	3	1
Clinical Neurophysiology	1377	936	1377	632	138
Pediatrics/Psych/Child and Adol Psych	157	103	146	33	8
Colon & Rectal Surgery	1635	1237	1868	1151	604
Cosmetic Surgery	160	99	146	130	75
Cardiothoracic Radiology	29	22	28	20	10
Dermatology	11999	8184	12960	8620	4653
Developmental - Behavioral Pediatrics	248	189	296	100	40
Dermatology Immun/diag Lab	1	1	1	1	1
Diabetes	240	188	322	175	107
Dermatopathology	767	535	816	437	159
Diagnostic Radiology	27665	19658	32691	15442	5062
Dermatologic Surgery	164	131	223	148	92
Emergency Medicine	38823	26362	39515	16852	4196

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Pediatrics - Emergency Medicine	53	36	55	8	1
Endocrinology	6214	4517	7388	3813	1680
Epidemiology	44	17	19	30	16
Endovascular Surgical Neuroradiology (Neuro Surg)	7	5	7	4	0
Emergency/sports Medicine	43	33	58	16	4
Endovascular Surgical Neuroradiology	24	17	31	13	6
Emergency Medical Toxicology	185	127	205	65	10
Forensic Pathology	726	336	446	276	164
Family Practice	101252	65972	94206	64972	28061
Family Practice/geriatric Med	820	558	788	467	187
Psychiatry - Family Practice	95	61	91	28	4
Facial Plastic Surgery	442	312	485	379	248
Family Prac/sports Medicine	1206	871	1350	698	183
Gastroenterology	14190	10147	15739	10096	4926
Gynecological Oncology	495	382	636	426	244
General Practice	9245	4767	6586	5918	2799
General Preventive Medicine	2463	1404	1989	809	313
General Surgery	31930	19563	28899	15539	7543
Gynecology	2243	1574	2374	1880	1216
Hematology	1949	1326	2054	1264	537
Hepatology	124	101	172	104	56
Hematology/pathology	954	655	1002	353	99
Head & Neck Surgery	190	136	210	146	96
Hematology/oncology	7214	5294	8309	3935	1409
Hospitalist	434	344	567	358	124
Hospice & Palliative Medicine (Radiology)	1	1	1	1	0
Hospice & Palliative Medicine (Emergency Medicine)	1	1	1	1	1
Hospice & Palliative Medicine (Family Medicine)	17	12	15	17	5
Hospice & Palliative Medicine (Internal Medicine)	32	23	29	28	11
Hospice & Palliative Medicine	286	193	279	74	16
Hospice & Palliative Medicine (Psych & Neurology)	1	1	1	1	0
Hospice & Palliative Med (Obstetrics & Gynecology)	3	2	3	3	0
Hospice & Palliative Medicine (Pediatrics)	2	2	3	2	0
Hospice & Palliative Med (Physical Med & Rehab)	1	1	2	1	0
Hand Surgery	1524	1211	2115	1312	644
Hand Surgery/orthopedic Surg	515	364	563	231	36
Interventional Cardiology	2344	1817	3139	1457	435
Im - Cardiac Electrophysiology	1650	1252	2105	1045	357
Infectious Diseases	7808	5467	8422	4151	1773
IM/Emergency Medicine/Critical Care Medicine	13	10	14	2	1
Internal Medicine - Family Practice	50	24	30	19	8
Immunology	218	119	185	110	52
Im - Diagnostic Lab Immunology	6	3	5	2	0
Internal Medicine	122780	76887	111863	65018	27038

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Internal Medicine/Dermatology	38	16	19	5	1
Internal Medicine - Geriatrics	3787	2582	3660	2026	729
Internal Medicine / Nuclear Medicine	1	1	2	1	0
Internal Medicine - Preventive Medicine	63	32	41	13	6
Internal Medicine - Sports Med	56	49	81	42	28
Legal Medicine	116	44	53	58	31
Internal Medicine / Medical Genetics	8	7	12	0	0
Medical Management	261	160	224	192	80
Internal Medicine - Emergency Medicine	184	112	155	28	3
Maternal & Fetal Medicine	632	516	841	523	289
Medical Genetics	594	414	683	295	134
Molecular Genetic Pathology	2	1	1	1	1
Molecular Genetic Pathology	115	70	105	18	4
Medical Microbiology	74	46	77	34	11
Internal Medicine - Neurology	17	12	17	3	0
Internal Medicine - Psychiatry	160	97	132	37	7
Internal Medicine - Pediatrics	5316	3740	5556	2512	886
Internal Medicine - Physical Medicine And Rehab	3	3	4	2	0
Musculoskeletal Radiology	211	153	256	110	14
Neurology	14586	9516	13982	8762	4334
Nuclear Cardiology	8	6	11	7	3
Neurodevelopmental Disabilities	33	17	19	9	3
Neurodevelopmental Disabilities	22	18	31	17	11
Nephrology	9452	6643	10121	5964	2716
Nuclear Medicine	1596	1038	1578	798	338
Neuromuscular Medicine	119	79	116	38	14
Neuromuscular Medicine (Physical Med & Rehab)	5	4	6	4	3
Neurology / Nuclear Medicine	1	1	1	0	0
Neurotology (Otolaryngology)	192	147	237	141	72
Neuropathology	389	247	380	166	73
Neonatal-Perinatal Medicine	5147	4078	6911	2773	1098
Nuclear Radiology	174	131	221	99	32
Neurology/diagnostic Radiology/Neuroradiology	48	36	59	31	12
Neurological Surgery	6131	4133	6471	3588	1758
Pediatric Neurological Surgery	34	26	39	27	17
Nutrition	115	71	103	78	39
Neuropsychiatry	25	19	31	23	12
Orthopedic Adult Recon Surgery	361	266	439	243	101
Obstetrics & Gynecology	41689	27548	41815	26710	12259
Obstetrics	200	139	219	150	77
Obstetrics/gyn Critical Care	7	3	5	5	2
Orthopedics (foot & Ankle)	149	124	191	110	42
Occupational Medicine	2430	1786	2930	1551	756
Oral And Maxillofacial Surgery	407	162	192	339	216

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Osteopathic Manipulative Medicine	211	164	251	173	92
Orthopedic Musculo Oncology	91	68	104	50	18
Oncology	4979	3657	5730	3674	1814
Orthopedic Pediatric Surgery	442	339	580	324	140
Ophthalmology	19124	12814	19815	14500	8015
Orthopedic Surgery	22638	16372	26167	15270	7552
Other Specialty	2530	1392	2093	1259	566
Orthopedic Sports Medicine	1748	1402	2379	1246	465
Orthopaedic Surgery Of Spine	784	610	1103	625	312
Otolaryngology	10441	6954	10783	7074	3876
Orthopedic Surgery - Trauma	171	124	191	116	46
Psychiatry	39117	23059	34150	22609	9330
Pharmacology - Clinical	239	99	139	92	48
Pediatric Anesthesiology	1318	964	1620	619	116
Pulmonary Critical Care Med.	6583	4865	7864	3233	1011
Pathology - Chemical	30	20	28	14	6
Pathology - Cytopathology	1105	786	1243	420	113
Pediatric Cardiothoracic Surgery	54	49	85	47	28
Pediatrics	62020	42998	66359	37965	17699
Pediatric Allergy	119	84	129	99	58
Pediatric Cardiology	2486	1916	3247	1342	574
Pediatric Endocrinology	1288	985	1740	613	276
Pediatric Infectious Diseases	741	543	905	275	111
Pediatric Dermatology	4	4	5	0	0
Pediatric Otolaryngology	217	166	295	156	69
Pediatric Pulmonology	898	684	1112	535	200
Pediatric Radiology	886	730	1423	495	169
Pediatric Surgery	924	763	1389	604	274
Pediatric Medical Toxicology	2	2	3	1	2
Pediatric Emergency Medicine-EM	241	191	319	74	21
Pediatric Emergency Medicine	1231	975	1655	456	131
Forensic Psychiatry	613	411	595	267	77
Pediatric Gastroenterology	1129	866	1375	527	197
Phlebology	134	105	155	123	67
Pharmaceutical Medicine	89	44	53	59	16
Pediatric Hematology Oncology	2457	1754	2742	1104	424
Public Health/genl Prevent Med	1073	422	538	508	274
Pediatrics/diag Lab Immunology	1	0	0	1	0
Palliative Medicine	169	131	195	140	64
Physical Medicine & Rehab	9622	6463	9938	5660	2625
Pain Management	637	488	758	530	308
Pediatrics - Medical Genetics	42	31	39	5	3
Pain Medicine	1442	1012	1609	628	191
Pain Medicine (Neurology)	4	1	3	4	1

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Pediatrics - Physical Med And Rehab	33	22	33	31	16
Pediatric Nephrology	733	520	813	345	136
Ophthalmology/pediatrics	199	162	276	180	121
Pediatric Pathology	205	138	228	77	41
Pediatrics/Physical Medicine and Rehabilitation	31	17	26	7	4
Pain Medicine (Psychiatry)	5	3	3	3	2
Pediatric Rheumatology	266	197	307	93	34
Procedural Dermatology	140	102	147	53	9
Proctology	12	8	13	11	5
Sports Medicine (Physical Medicine & Rehab)	49	33	55	28	8
Plastic Surgery	6715	4740	7204	4682	2728
Plastic Surgery - Head & Neck	6	3	6	5	3
Pediatric Sports Medicine	101	76	120	57	15
Plastic Surgery within the Head & Neck (ENT)	1	1	3	1	1
Plastic Surgery within the Head & Neck	8	7	13	8	6
Pathology - Anatomic/clinical	14473	9325	14907	6526	3109
Pediatric Transplant Hepatology	4	3	5	0	0
Preventive Medical Toxicology	35	31	46	14	6
Pulmonary Disease	5820	4118	6181	4369	2259
Psychoanalysis	295	142	185	235	98
Geriatric Psychiatry	987	670	982	513	174
Psychosomatic Medicine	219	141	194	75	11
Psychiatry - Neurology	36	19	26	12	4
Radiology	3885	2696	4404	2553	1043
Reproductive Endocrinology	664	543	931	572	356
Rheumatology	5314	3802	6142	3565	1693
Neuroradiology	2729	2028	3155	1604	415
Radiation Oncology	4998	3618	5781	3109	1405
Radiological Physics	1	1	1	0	1
Pediatric Rehab Medicine	56	41	60	23	10
Spinal Cord Injury	128	94	146	46	15
Sleep Medicine	645	467	761	327	124
Sleep Medicine (Internal Medicine)	34	23	34	32	16
Sleep Medicine (Psych & Neurology)	19	14	22	15	11
Sleep Medicine (Otolaryngology)	2	2	3	2	1
Sleep Medicine (Pediatrics)	3	3	5	3	3
Surgical Oncology	431	330	533	386	212
Selective Pathology	653	435	684	162	41
Traumatic Surgery	288	225	357	224	117
Thoracic Surgery	4703	3611	6014	3060	1398
Transplant Surgery	196	154	263	148	93
Transitional Year	106	39	47	0	0
Urological Surgery	10746	7572	11733	7637	4039
Urgent Care Medicine	396	309	463	317	145



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Undersea Medicine	56	41	74	31	12
Undersea and Hyperbaric Medicine-EM	14	8	15	5	1
Pediatric Urology	290	244	451	202	86
Unspecified Specialty	24507	9648	13884	4657	724
Vascular & Interventional Rad	2352	1795	3149	1456	474
Vascular Medicine	36	26	36	30	11
Vascular Neurology	234	156	247	59	16
Vascular Surgery	3136	2331	3692	2147	1045
	888864	589849	901993	515003	223066