

# MMS Circulation Management Service



**ONLINE**



**ON TIME**



**ON TARGET**



**ON BUDGET**

**Experience, efficiency, and effectiveness make MMS the publisher's choice for 21st century circulation management. Since 1929, MMS, the original American Medical Association (AMA) database licensee, has developed the systems, the service and the staff necessary to provide a full range of controlled circulation management capabilities customized specifically for the needs of medical publishers.**

MMS has an unsurpassed track record of stability and medical publishing experience. Over the years, our clientele has included many leading names in medical marketing and publishing.

Our extensive medical publishing knowledge and expertise, and commitment to excellent customer service attentive to your every need, provide value exceeding your expectations of a controlled circulation management partner. We're at your service to provide consultation to meet the myriad challenges of medical publishing, including readership studies, audits, regulations, and data processing applications.



**Online**—Med-Pub<sup>SM</sup> lets you run counts online, anytime and anywhere with point-and-click ease. Or, MMS staff can use the system on your behalf. You can also run ad hoc list and count requests for projects, classified advertising solicitations, readership research surveys/ad check studies, direct mail promotions, supplemental issues, and miscellaneous requests. MMS processes all data and reports with our in-house service bureau, assuring you of the quickest turnaround.

With its physician lookup capability, Med-Pub<sup>SM</sup> empowers you to handle physician circulation inquiries efficiently and effectively.

Data is entered online, so responses are processed with real-time data organization and optimal quality control (response documents are stored off-site for ultimate security and audit integrity).

E-Equals<sup>SM</sup> technology moves qualification online, replacing expensive direct mail and telemarketing efforts with economical, CAN-SPAM compliant e-mail broadcasts to targeted recipients, who simply point and click to request your publication. Requests are captured automatically, instantaneously, and cost-effectively.

MMS can also provide fax lists for requalification.



**On time**—Med Pub<sup>SM</sup> provides unmatched reliability with in-house issue production and transmission, request maintenance, list processing, and report generation in conformance with USPS requirements.



**On target**—Med Pub<sup>SM</sup> covers the medical market cost-effectively with circulation lists selected from the best, most up-to-date, BPA-accepted universe masterfiles to ensure optimal receipt of your journals, a prerequisite for high readership: the AMA (updated weekly) and the American Osteopathic Association (AOA, updated monthly) lists, along with industry-standard high prescriber files for demos and splits.

MMS also offers a full line of healthcare professional lists, including physician assistants (PAs) and nurse practitioners (NPs), so you'll enjoy the convenience, confidentiality, and quality control of our one-stop list and service bureau/data processing shop.

In addition, Med-Pub<sup>SM</sup> makes it easy to assure advertisers that they're reaching the right audience by running circulation statements in BPA format automatically, concurrent with issue production.



**On budget**—MMS saves you money without compromising on extraordinary customer service. We'll minimize postal costs with E-Quals<sup>SM</sup> technology that moves qualification online. Even better, MMS turns circulation into a revenue center when you participate in MMS's Med-E-Mail<sup>SM</sup> Physician Broadcast E-mail Service. To paraphrase one of our publishing clients, "MMS is the only vendor that sends me checks."

MMS makes the transition to Med-Pub<sup>SM</sup> easy with a proven plan encompassing key steps, including a kick-off meeting, deadlines, transfer dates, publication parameters, document transfers, counts, postal permit and business reply card (BRC) approval, data entry, and issue production.

**Welcome to the 21<sup>st</sup> century circulation management, powered by Med-Pub<sup>SM</sup>.  
Welcome to MMS.**

**For a no-obligation consultation, please contact MMS at 1.800.MED.LIST  
(633-5478) or sales@mmslists.com.**



*Pinpointing perfect prospects for more than 75 years.*

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