



FOR IMMEDIATE RELEASE:

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MeritDirect Awarded List Management of Modern Healthcare Group Masterfile – New-to-Market!

(WHITE PLAINS, NY – Effective immediately) – [MeritDirect](#) has been awarded as list management of **Modern Healthcare Group - Masterfile**, which is available for the first time.

- [Modern Healthcare Group - Masterfile](#) | Universe: 88,200+

Modern Healthcare Group Masterfile consists of subscribers and website registrants to *Modern Healthcare Magazine*, and *Modern Physician Magazine*. This unduplicated masterfile has been enhanced with sales volume, employee size and sic selects to allow even greater segmentation.

Modern Healthcare is the premier healthcare magazine on the market today, ranked number one in readership among healthcare executives and deemed a must-read publication by the who's who in healthcare.

Subscribers to this premier publication are C-Suite and other executive level financial and purchasing decision-makers within the nation's hospitals, multi-hospital systems, integrated delivery networks, managed care and group purchasing organizations.

Modern Physician focuses on the news and trends that impact physician executives. The editorial coverage includes analysis of the latest developments in reimbursement, technology, legal, labor, and management information.

Modern Physician readers are increasingly involved in management operations and purchasing decisions. The most common job titles are CEO, CMO, COO, CIO, president, executive director, chief of staff, medical director, and vice president of medical affairs. These high level executives are the financial and purchasing decision-makers.

For additional information from MeritDirect, please contact [Chris Blohm](#) at 914.368.1031.

About MeritDirect:

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect's list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

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