



FOR IMMEDIATE RELEASE:

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MeritDirect Now List Manager of Wolters Kluwer Health/Lippincott Williams & Wilkins!

(WHITE PLAINS, NY – Effective September 1st) – [MeritDirect](#) has been named as list manager of **Wolters Kluwer Health/Lippincott Williams & Wilkins**.

Lippincott Williams & Wilkins, a unit of Wolters Kluwer Health, is a leading international publisher of professional health information resources for physicians, nurses, specialized clinicians and students. Nearly 300 periodicals and 1,500 books in more than 100 disciplines are published under the Lippincott Williams & Wilkins brand.

LWW Medical and Nursing files include:

- [Lippincott Williams & Wilkins Healthcare Professionals Masterfile](#) | Universe: 3,078,097
- [Lippincott Williams & Wilkins Nursing Masterfile](#) | Universe: 2,025,043
- [Lippincott's Nationwide Nurses Registry](#) | Universe: 2,029,807
- [AJN - American Journal of Nursing Active Subscribers](#) | Universe: 218,741
- [LPN2009](#) | Universe: 71,062
- [Nursing Made Incredibly Easy Active Subscribers](#) | Universe: 145,059
- [Lippincott Williams & Wilkins Vision Care Professionals Masterfile](#) | Universe: 75,782
- [Contact Lens Spectrum](#) | Universe: 28,639
- [Eyecare Business](#) | Universe: 41,956
- [Ophthalmology Management](#) – Universe: 10,514
- [Optometric Management](#) | Universe: 26,247
- [Retinal Physician](#) | Universe: 3,581

For additional information from MeritDirect, please contact [Jeff Moriarty](#) at 914-368-1198.

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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