

Health and Wellness Program

“The best way to get results for your campaign is to reach a **Targeted Audience**, at the **Right Time**, with a **Relevant Message** through the **Right Channel**.” — *Your NCP Marketing Intelligence Team*

The **Ailment Database** is one of the largest sources of consumer-reported health data available today. This permission-based data was provided directly by mail-responsive consumers via household surveys.

Use this database to target more than **80 million** consumers by more than **100 aches, pains, conditions and treatments**. Consumers with ailments are good prospects for products and services that provide them information or relief. They are receptive to appropriately targeted offers that address concerns about their medical needs.

(See *Complete list of Ailments on Page 2 of 2*)



HEALTH AND WELLNESS

Total Count.....80,000,000

Demographic Selects	Price	Demographic Selects	Price
<i>All select charges apply in addition to the base price</i>			
Ability to pay index	\$25.00/M	Estimated age	\$5.00/M
Aggregated financial score	\$15.00/M	Ethnicity	\$10.00/M
Aggregated risk scores	\$20.00/M	Family position	\$2.50/M
Age (date of birth)	\$10.00/M	Gender	\$2.50/M
Bankruptcy suppression	\$5.00/M	Geography (state, ZIP, SCF, county)	\$2.50/M
Census data	\$2.50/M	Home value	\$10.00/M
Children's presence by age	\$15.00/M	Homeowner/renter	\$10.00/M
Churn-IQ	\$25.00/M	Length of residence	\$3.50/M
Discretionary income percent	\$10.00/M	Mail-order buyer	\$15.00/M
Dual income index	\$5.00/M	Mail responsive	\$10.00/M
Dwelling type	\$2.50/M	Marital status	\$2.50/M
Economic Cohorts	\$25.00/M	Net worth	\$20.00/M
Email address	\$40.00/M	Number of children	\$10.00/M
Estimated household debt level	\$15.00/M	Occupation	\$10.00/M
Estimated household income	\$5.00/M	Social-IQ	\$25.00/M
Est'd household investable assets	\$15.00/M	Spendex™	\$10.00/M
		Telephone numbers	\$10.00/M



Total Count.....80,000,000

Ailment/Treatment Selects

Aches and Pains

Back pain
Carpal tunnel
Chronic fatigue syndrome
Chronic pain
Headaches
Imitrex
Migraines
Nosebleeds
Pain

Allergies and Sinuses

Allergies
Allergy medications
Cough and cold
Nasal congestion
Sinusitis
Sinus/nasal
Snoring

Cancer

Breast cancer
Cancer
Colon cancer
Prostate cancer

Cholesterol/Blood Pressure

Arteriosclerosis
High blood pressure
High cholesterol
High cholesterol - diet/exercise
High cholesterol - do not treat
High cholesterol - nutritional supplements
High cholesterol - prescription meds
Lipitor

Diabetes

Diabetes
Diabetes Type 1
Diabetes Type 2
Diabetes - insulin
Diabetes - use monitor
Diabetes - oral meds
Diabetes - other methods
Diabetes - diet/exercise
Glucophage

Digestive

Crohn's disease
Gas or bloating
GERD/acid reflux
Heartburn meds
Heartburn/acid indigestion
Hemorrhoids
Irregularity
IBS
Lactose intolerance
Ulcerative colitis
Ulcers

Female Conditions

Birth control
Menstrual problems
Hormones
Menopause

Foot

Athlete's foot
Foot ailments
Foot corns

Heart Condition

Heart disease/attack

Joint/Spine

Arthritis
Arthritis meds
Osteoarthritis
Osteoporosis
Psoriatic arthritis
Rheumatoid arthritis
Spinal injury

Male Conditions

Erectile dysfunction
Prostate disorders
Viagra

Mobility Problems & Assistance

Bed & Bathing assistance
Wheelchair

Mouth and Teeth

Canker sores
Cold sores
Dental
Dentures
Gingivitis
Sensitive teeth

Progressive & Gender Specific

Alzheimer's
Hearing loss
Multiple sclerosis
Parkinson's disease

Psychological/Behavioral

ADD/ADHD
ADHD meds
Antidepressant
Anxiety
Bipolar
Depression
Insomnia

Respiratory

Asthma
Asthma meds
Bronchitis, COPD, Emphysema
Lung disease
Respiratory ailments

Skin

Acne
Dandruff
Eczema or psoriasis
Hair loss
Nail fungus
Skin ailments
Skin irritations/rash

Urinary/Bowel

Bedwetting
Bladder control
Bladder/bowel
Detrol
Kidney problems
Prostate disorders

Vision

Astigmatism
Corrective lenses
Dry eyes
Laser vision correction
Macular degeneration
Vision care & conditions

Weight

Obesity
Weight loss

