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## WAYS TO GET More CME Registrants FOR THE SAME BUDGET

1

### REGISTER MORE PHYSICIANS

Better delivery means more registrations. DMD's email database is sourced directly from physicians when they opt-in to our Healthcare Communications Network. Each address is verified against the AMA Physician Masterfile and updated daily in our database. With 95% deliverability guaranteed, more physicians will receive the emails you send.

2

### ENGAGE NEW PHYSICIANS

Our database includes email addresses for over 90% of physicians who have email, including the preferred addresses they use most often. With more validated addresses that match your specifications, you can reach and engage more physicians than ever before.

3

### SEND MORE CME CAMPAIGNS WITHIN BUDGET

A hybrid email/postal mail approach provides cost savings and improved metrics. DMD also includes a 2-for-1, "echo" email in all campaigns. This automatic second send is proven to increase engagement.

4

### REACH HARD-TO-TARGET PHYSICIANS

In addition to the AMA Masterfile, DMD has access to each physician's claim data, procedure codes, and hospital affiliations. That means you can target beyond the specialty and geography to reach all physicians interested in your CME event.

5

### MAKE SURE YOUR CME INVITATION IS THE ONE THAT GETS OPENED

After 30,000 email campaigns, we know how email performs best. Get the ideal day and time to deploy to specialty physicians, best practices for creating compelling content, and render testing that ensures readability across all devices.

6

### WORK WITH A DEDICATED PARTNER FROM START TO FINISH

When you work with DMD, a dedicated email team provides solutions and hands-on assistance from creative development through testing, deployment, and post-campaign analysis.

MAKE SURE YOU'RE GETTING HONEST VALUE FOR YOUR EMAIL MARKETING PROGRAM. **ASK US HOW.**



**DMD**  
Connecting Healthcare

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1-847-813-1170