



**CANADIAN PHARMACEUTICAL
INDUSTRY DATABASE**

*“Canada’s Most Comprehensive
Pharmaceutical Business Contact List for
Sales, Marketing, Regulatory, Operations
and Industry Stakeholder Personnel”*

OVERVIEW OF OUR LISTS

PHARMACEUTICAL DATABASE LIST

Our pharmaceutical contact database primarily contains the contact information of pharmaceutical marketers, operations and sales personnel in Canada as well as many of their support staff. It also includes many suppliers of herbal products, self-diagnostic medical devices and other non-medicated healthcare products.

PHARMACEUTICAL DATABASE SUMMARY	TALLY
Total Number of Pharmaceutical Organizations	263
Active Contacts	3,503
Average Number of Contacts per Organization	13.3
TOTAL CONTACTS	3,503

INDUSTRY STAKEHOLDER LIST

The following categories are available as an optional additional contact list to our core database. All have some role in helping pharmaceutical companies with their communications, advertising, marketing strategy, distribution or product management. These stakeholder organizations will increase the scope and depth of your industry contacts and enhance your sales and marketing efforts.

INDUSTRY STAKEHOLDER DATABASE SUMMARY	TALLY
Pharma Advertising Agencies and Media Buyers	478
Pharma CME Suppliers	63
Government Pharma Contacts	103
Pharmacy Equipment Suppliers	21
Health and Pharma Associations	315
Regional Health Authorities	128
Pharma Research & Development Phase Companies (<i>potential pharmaceutical manufacturers</i>)	160
Pharma Human Resources Recruiters	173
Canadian Health Charities	122
Pharmacy Retail Chain Head Offices	175
Insurance Companies (3 rd Party payers)	77
Cancer Care Centers	20
Pharmaceutical Wholesalers and Distributors	156
Pharma Buying Groups	48
Universities with Pharmacy Programs	32
TOTAL CONTACTS	2,071

Data Available - Each business list can include the following data: Contact name, Title, Company name, Mailing address, Telephone number, Fax number, Corporate Internet address, Email address.

CONTACT LEGEND OF PROFESSIONAL TITLES

The following are the various professional titles that can be found in our databases categorized into groups of similar areas of responsibility. The titles outlined here capture most of the contacts in the database but not necessarily all of them.

PROFESSIONAL TITLES
Senior Executives & Ownership <i>President, Chief Executive Officer (CEO), Chairman, Chief Operating Officer (COO), Principal, Vice President (VP)</i>
Senior Business Management <i>Business Manager, General Manager, Business Director, Business Group Manager, Business Unit Director, Operations Director, General Director</i>
Senior Marketing and Sales Management <i>Vice President Marketing, Marketing Director, Sales Director, Product Director</i>
Marketing and Product Management <i>Senior, Brand Manager, Senior Product Manager, Brand Manager, Marketing Manager, Product Manager, Product Coordinator, Product Specialist, Assistant Product Manager, Assistant Brand Manager, Marketing Coordinator, Marketing Assistant</i>
Pricing Management <i>Pricing Administrator, Pricing Coordinator, Pricing Manager, Pricing Associate, Pricing Assistant</i>
Advertising and Promotions Management <i>Advertising Coordinator, Advertising Manager, Promotions Manager, Promotions Coordinator, Events Coordinator, Promotional Materials Coordinator, Media Planner, Media Buyer, Media Executive</i>
Regulatory, Medical Information and Government Relations Management <i>Medical Information Manager, Scientific Affairs Manager, Regulatory Affairs, Medical Affairs Manager, Medical Services Manager, Government Relations, Government Affairs</i>
Senior Customer Service Management <i>Vice President Customer Service, Vice President Client Services, Client Services Director, Customer Service Director, Customer Relations Director</i>
Customer Service Management <i>Client Service Manager, Client Service Coordinator, Client Service Representative, Customer Service Representative, Customer Service Coordinator, Customer Service Manager, Consumer Care Manager, Customer Relations Manager, Customer Service Agent, Customer Service Supervisor, Customer Service Head, Customer Service Team Leader</i>
Education Services Management <i>CHE Manager, CHE Coordinator, Educations Services Director, Health Education Manager, Health Education Director, Educational Event Coordinator, Continuing Education Director</i>
Business Planning and Intelligence <i>Business Analyst, Business Planner, Business Intelligence Manager, Business Information Manager, Business Consultant</i>
Business Development Management <i>Business Development Manager, Business Development Director, Market Access Manager</i>
Senior Account Management <i>Vice President Accounts, Account Director</i>
Account Management <i>Account Coordinator, Account Executive, Account Supervisor, Account Manager, Account Planner</i>
Creative Management <i>Vice President Creative, Creative Director, Production Manager, Production Coordinator</i>
Project Management <i>Project Manager, Project Coordinator</i>
Senior Communications Management <i>Vice President Corporate Communications, Vice President Corporate Affairs, Communications Director, Corporate Affairs Director, External Relations Director</i>
Communications Management <i>Communications Coordinator, Communications Manager, Communications Officer, Communications Specialist, Communications Leader, Corporate Affairs Manager, Media Relations, Corporate Communications Manager, External Relations, Public Policy, Public Affairs, Public Relations</i>
Pharmacy Relations and Programs Management <i>Hospital Initiatives Coordinator, Hospital Initiatives Manager, Trade Coordinator, Trade Relations Manager, Trade Business Manager, Trade Marketing Manager, Pharmacy Services Director, Professional Relations, Pharmacy Initiatives Coordinator, Pharmacy Initiatives Manager, Pharmacy Initiatives Director, Pharmaceutical Programs Manager, Pharmacy Affairs, Pharmacy Program Development</i>
Human Resources Management <i>Human Resources Manager, Employment Coordinator, Human Resources Coordinator, Recruitment Manager, Recruitment Coordinator, Professional Development, Professional Recruiter, Recruitment Officer</i>
Senior Human Resources Management <i>Vice President Human Resources, Vice President Recruitment, Human Resources Director</i>
Logistics Management <i>Logistics Director, Logistics Manager, Logistics Coordinator, Logistics Planner</i>
Research and Development Management <i>Medical Officer, Scientific Officer, Scientific Director, Medical Director, Research & Development Director, Clinical Director, Research & Development Manager, Clinical Project Manager, Clinical Development Coordinator</i>

INVESTMENT

You have two selections:

1. Purchase the rights to either database list with the exception of resale for \$2,495.00 each.
or
2. Purchase selected positions or organization types of contacts with the exception of resale rights at \$1.25 per contact.

Options:

In addition we will rent you our list at 0.15 cents per selected position or organization type and ShareKnowledge will perform the following services for you at the following rates:

- Complete Direct Mail Campaign Service - Includes: first class postage, supply # 10 envelope and supply and print one sheet, fold, insert, seal, deliver to post office - \$1.34 each
- Fax Blast Service - \$0.22 for first page, 10 cents for each additional page
- Email Blast Service – \$0.26 for each HTML page

Please Note: Our minimum order \$300.00

For More Information Contact:

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