

ELECTRONIC PRIVACY INFORMATION CENTER

October 11, 2005

Food and Drug Administration
Division of Dockets Management
HFA-305
5630 Fishers Lane, Rm 1061
Rockville, MD 20852

Re: Comments of the Electronic Privacy Information Center on Consumer-Directed Promotion of Regulated Medical Products / Docket No. 2005N-0354

The Electronic Privacy Information Center West Coast Office ("EPIC") submits these comments to the Food and Drug Administration Public Hearing on Consumer-Directed Promotion of Regulated Medical Products.¹ EPIC is a public interest research center in Washington, D.C. It was established in 1994 to focus public attention on emerging civil liberties issues and to protect privacy, the First Amendment, and constitutional values. EPIC's West Coast Office is located in San Francisco, CA, and focuses on consumer privacy issues.

We wish to highlight an issue in direct-to-consumer medical marketing that has not received adequate attention: the use of databases of personal information to target individuals with medical ailments through direct mail or other forms of direct marketing. We are concerned that with heightened attention to traditional mass-circulation print and broadcast advertising will result in marketers increasing information collection efforts for targeted solicitations. Already, Florida residents have been targeted for an unsolicited package of Prozac by mail. One woman received the Prozac samples despite not have taken the drug for years. A sixteen-year old, despite never having taken Prozac, received a month's supply.²

There are several reasons why a shift to this marketing channel presents risks to privacy and consumer welfare: First, data brokers, companies that amass personal information and sell it to marketers and others, can enable targeting of direct-to-consumer advertising to vulnerable populations. This risk is exacerbated by the fact that, unlike mass-circulation print and broadcast advertising, targeted solicitations are harder for public health authorities to monitor. Second, medical information is often gathered in a deceptive fashion. Consumers are often presented with product warranty or registration cards that solicit medical information, with the false implication that completing the card is necessary to enjoy protection for a product. Finally, this medical information is being gathered outside the protections of the Health Insurance Portability and Accountability Act's Privacy Regulations. Individuals who give their medical ailment information to marketers have no ability to "opt-out" of the data collection, to access their data or correct it, or order that the data be deleted.

¹ Department of Health and Human Services, Food and Drug Administration, Consumer-Directed Promotion of Regulated Medical Products; Public Hearing, 70 Fed. Reg. 54054 (Sept. 13, 2005).

² Glenn Singer, Judge Upholds Legality of Prozac Mailing, South Florida Sun Sentinel, May 17, 2005.

The Risk of Targeting Vulnerable Populations

The FDA recognizes that, "[s]ome consumer audiences may be more susceptible to being misled by false or misleading promotion." In the direct marketing context, information databases allow marketers to identify susceptible groups and target them for solicitations. Data brokers have sold "sucker" lists, databases of individuals labeled as "impulsive," those who have fallen for scams, or those otherwise lacking the capacity to evaluate a marketing representation. For instance, just last month, DMNews, a leading direct marketing publication, carried this advertisement for a database of personal information:

DMNEWS

The Online Newspaper of Record for Direct Marketers

Archives	DM Yellow Pages	Video Center	Classified Ads	Advertise	Subscribe
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Nostra-Damus

Impulse Media
22-SEP-05
New List

Description: This file contains impulsive buyers who purchased the "Eye of Ra" pendant, with the belief that the pendant will change their life, awaken their inner consciousness and bring them wealth. The pendant is advertised as having a fragment of the Eye of Ra inside it. Fifty-one percent are women older than 35.

Selects: 9,395 2nd-quarter 2005 buyers, age, date of birth, gender, state, SCF and ZIP

Contact: your list broker or Impulse Media, 42 Old Ridgebury Road, Danbury, CT 06810

Phone: 203/825-4652

Fax: 203/207-8509

E-mail: pranalli@impulsermi.com

[✉ E-mail This List To A Friend](#)

[🖨 Print This Page](#)

[🔍 Browse More Lists And Databases](#)

Direct marketers never label these lists as "sucker" databases, but between the lines, the label is communicated very clearly: this is a database of "impulsive" individuals who purchased a pendant "advertised as having a fragment of the Eye of Ra inside it," with the belief that the pendant will "change their life, awaken their inner consciousness and bring them wealth."³

In other areas, data broker companies advertise that their databases include "psychographic" data. This can include databases that are segmented by age, by a medical condition, or by behavior that correlates with an impairment in reasoning. For instance, the Iowa Attorney General has initiated a probe of database seller "Walter Karl" for providing lists to scam artists.⁴ The company sells databases that claim to include "impulsive buyers...primarily mature" and "highly impulsive consumers...sure to respond to all of your low-end offers."⁵

Exacerbating this problem is the fact that it is difficult for authorities to detect these scams. Unlike mass media advertising, direct marketing can be targeted to individuals and therefore not exposed to the general public. Large deceptive mailing can continue unless a specific person complains, and that complaint is investigated.

Deceptive Gathering of Medical Information for Marketing

A great amount of medical information is solicited from consumers through product registration cards. These cards accompany many consumer products. Consumers complete these cards for two main reasons: first, the manufacturer falsely implies that it must be completed in order to enjoy a product warranty. Second, registration may increase the likelihood that one receives information about product recalls.

The registration cards almost always 1) solicit information completely unrelated to warranty and recall information, 2) do not inform the consumer that providing the information is discretionary, and 3) fail to notify the customer that the information solicited is wholly unprotected by privacy law, and may be used for any purpose. We believe that this collection of information is deceptive, and if consumers were made aware of the ultimate uses of personal information, they would object and leave the card blank.

Data brokers collect personal medical information in other deceptive ways for marketing. For instance, attached to these comments is an advertisement from Hippo Direct for "People with Ailments" databases. It notes that the information was gathered from:

telephone and mail order purchase information, rebate coupons, prescription records, subscription order forms, warranty card registrations, 800# respondents, sweepstakes

³ http://www.dmnews.com/cgi-bin/listdb.cgi?list_id=8663&action=preview.

⁴ Attorney General of Iowa, A.G. asks Court to Order List Broker to Respond to Telemarketing Fraud Probe State asks court to order list-broker "Walter Karl, Inc." to cooperate with consumer protection investigation of direct mail and telemarketing schemes, Mar. 3, 2005, available at http://www.state.ia.us/government/ag/latest_news/releases/mar_2005/Walter_Karl.html.

⁵ Affidavit of Barbara Blake, Investigator, Office of the Attorney General of Iowa, Mar. 1, 2005, available at http://www.state.ia.us/government/ag/latest_news/releases/mar_2005/Walter%20Karl%20BBlake%20Affidavit%203-1-05.pdf.

entry forms, trade show/conference attendee rosters, and consumer surveys & questionnaires

In almost all of these contexts, individuals are not told that information they provide is sold for secondary marketing purposes. Furthermore, Hippo Direct is claiming that some of this information is collected from prescription records, a practice that does not comport with individuals expectation of privacy with their pharmacy.

In sum, there are two risks here: a switch to direct mail drug advertising may drive more deceptive collection of personal medical information. Additionally, individuals will have no idea how a drug company obtained their name and medical information, since the data are almost always collected without the individual's specific knowledge. As explained more fully in the section below, they will also be helpless to stop the marketing communication should it be unwanted.

Data Collected Are Not Subject to Privacy Protections

The Health Insurance Portability and Accountability Act's Privacy Rule (HIPAA) sets forth rules for the collection, use, retention, and disclosure of medical information. However, HIPAA only applies to a limited range of companies, and the marketing entities collecting data are not "covered entities." Because these marketing companies are not covered by HIPAA or other federal privacy laws, individuals have little ability to control how data are used. There is no requirement that these companies give notice of their practices. There is often no ability to opt-out of disclosure of information. There is no right to access or correct data. Nor is there an ability to delete information, should one no longer wish to be in the marketing databases.

In conclusion, we urge the FDA to consider in its public hearing and in other proceedings the risks posed by an increase in the use of personal information to target direct-to-consumer advertising. New database technology makes it simple for marketers to target vulnerable groups, thus raising the risk of consumer deception. Medical data collected by the marketing industry is collected in a deceptive fashion, without individuals' informed consent. Finally, much of the medical data used to target solicitations is wholly outside the protections of federal and state privacy law.

Respectfully submitted,

Chris Hoofnagle
Senior Counsel
Electronic Privacy Information Center West Coast Office
944 Market St. #709
San Francisco, CA 94102
415-981-6400

39,000,000 + People With Ailments \$150/M
 Email Addresses \$150/M
 Dup Copy (each) +\$25/M
 Unlimited Use \$300/M

----- DATE -----
 10/12/04 UPDATED
 12/01/04 CONFIRMED

----- UNIT OF SALE -----
 N/A

Additional Selections:

Ailment Type @ \$15/M
 Prescription Medicine Users @ \$50/M
 Merge Charge @ \$5/M (\$25 Min.)
 Shipping/Handling (UPS/Fed-Ex)-
 2-Day @ \$15/F
 Overnight @ \$30/F
 Telemarketing- Please inquire

----- GENDER -----
 % N/A
 CAN SELECT

----- MEDIA -----
 100% COMPILED
 SEE TEXT

Split Charge \$25 Min.
 Modem \$30 Min.
 Disk- Unlimited use
 3 X 5 Cards- Unlimited use

----- ADDRESSING -----
 4-UP CHESHIRE OR MAG TAPE

Ailment Type:

Allergies	6,037,538
Alzheimer's Disease	99,918
Angina/Heart Disease	898,237
Arthritis and Rheumatism	4,079,844
Asthma	1,876,028
Back Pain	2,516,870
Birth Defects	105,529
Bladder Control and Incontinence	981,940
Bleeding Gums and Gingivitis	464,357
Blindness	299,964
Bronchitis	304,013
Chronic Ear Infection	36
Clinical Depression	313,015
Congestive Heart Disease	7,910
Depression	243,998
Diabetes	1,175,118
Eating Disorder	22,485
Eczema	13,071
Eczema/Psoriasis	134,103
Emphysema	121,826
Enlarged Prostate	211,179
Epilepsy	161,061
Estrogen Deficient	191,470
Excessive Perspiration	19,318
Frequent Headaches	1,454,074
Frequent Heartburn	1,419,407

----- SELECTIONS -----

\$10.00 AGE
 \$10.00 INCOME SELECT
 \$50.00 PHONE NUMBER
 \$3.00 TITLE SLUG
 \$5.00 GEO SELECT
 \$7.00 CASS CERT/BAR CODING
 \$3.00 KEYING
 \$30.00 MAG TAPE (FLAT FEE)
 \$8.00 P/S LABELS
 \$25.00 TELEMARKETING CARDS
 \$25.00 GALLEY LISTING
 \$30.00 EMAIL DELIVERY (FLAT
 \$50.00 DISKETTE (FLAT FEE)
 \$30.00 CARTRIDGE (FLAT FEE)
 \$125.00 CD-ROM (FLAT FEE)
 \$3.00 MODEM/FTP/BBS
 \$10.00 MONTHLY HOTLINE
 \$10.00 GENDER/SEX
 \$5.00 SPLIT RUN

----- MINIMUM ORDER -----
 5,000
 \$75.00- DUP COPY



Hippo Direct - Corporate Headquarters
 Greg Branstetter, President
 Phone: (440) 519-0730 Fax: (440) 519-0727
 Email: gbhippo@hippodirect.com

Gastritis	483,558
Glaucoma	81,391
Hearing Impaired	803,534
Hepatitis C - Acquaintance	2,838
Hepatitis C - Self	1,775
High Blood Pressure	2,952,594
High Cholesterol	2,429,879
Impotence	27,436
Insomnia	211,727
Irritable Bowel Syndrome	23,729
Kidney Disease	9,335
Lactose Intolerant	122,850
Migraines	1,774,209
Motion Sickness	385,239
Multiple Sclerosis	24,236
Nasal Allergies	1,167,697
Obesity	141,926
Osteoporosis	332,952
Other Allergies	672,374
Overactive Bladder	94
Parkinson's Disease	109,628
Physical Handicap	585,119
Prostate	42,984
Psoriasis	284,858
Sensitive Skin	1,363,446
Sinusitis	1,361,137
Spinal Injury	28,494
Sports Injury	134,154
Thinning Hair & Baldness	1,140,961
Ulcer	50,682
Warts	201,620
Wheel Chair	14,994
Yeast Infection	19,339

Prescription Medicine Users:

Allegra	1,457	Azmacort	1,061
Calan	9,978	Capoten	42,092
Cardzem	15,378	Cardura	1,331
Claritin	108,790	Estraderm	7,006
Estrogen	540,394	Flonase	181,913
Fosamax	1,041	Glucotrol	87,286
Hismanal	197,171	Hytrin	1,667
Insulin	236,682	Lescol	13,308
Lozol	18,944	Mevacor	128,245
Macalcin	318	Naprosyn	149,404
Nasacort	45,702	Nasalcrom	23,264
Nasonex	53,481	Oral	355,581

**Hippo Direct - Corporate Headquarters**

Greg Branstetter, President

Phone: (440) 519-0730 Fax: (440) 519-0727

Email: gbhippo@hippodirect.com

Paxil	77,114	Contraceptive	
Pepcid	318,075	Pravachol	47,028
Precose	260	Premarin	195,250
Procardia	102,182	Proventil	8,779
Prozac	215,589	Rhinocort	19,426
Rhinocort	13,976	Seldane	564,556
Aqua		Tagamet	616,741
Vasotec	424,429	Ventolin	199,834
Veralin	2,726	Voltaren	3,157
Zantac	737,382	Zocor	55,843
Zoloft	35,062	Zyrtec	300,745
		(prescribed)	

Telemarketing script required with order.

Media: The database was compiled from telephone and mail order purchase information, rebate coupons, prescription records, subscription order forms, warranty card registrations, 800# respondents, sweepstakes entry forms, trade show/conference attendee rosters, and consumer surveys & questionnaires



Hippo Direct - Corporate Headquarters
Greg Branstetter, President
Phone: (440) 519-0730 Fax: (440) 519-0727
Email: gbhippo@hippodirect.com

30,300,000 Individuals/Households \$150/M
 Suffering Ailments
 Email Addresses Inquire
 Unlimited Use (1 year) \$300/M

----- DATE -----
 02/01/04 UPDATED
 05/04/04 CONFIRMED

TITLE: DUNHILLS DATABASE OF CONSUMERS WITH
 AILMENTS DISEASES AND ILLNESS

----- UNIT OF SALE -----
 N/A

Here's a database of individuals and
 households suffering from a wide variety of
 ailments, diseases, illnesses and medical
 conditions.

----- GENDER -----
 % N/A
 CAN SELECT

Additional Selections:

Barcode- Please inquire
 CD ROM- Please inquire
 FTP @ \$50/F
 Modem- Please inquire
 Presort- Please inquire
 Ailment Type @ \$5/M
 Indv Responder @ \$15/M
 Mail Responsive @ \$5/M
 Radius @ \$5/M

----- MEDIA -----
 100% COMPILED
 SEE TEXT

----- ADDRESSING -----
 4-UP CHESHIRE OR DISKETTE

----- SELECTIONS -----

\$5.00 AGE
 \$15.00 ETHNIC
 \$5.00 HOME OWNER
 \$5.00 INCOME SELECT
 \$5.00 MARITAL STATUS
 \$15.00 PHONE NUMBER
 \$5.00 LENGTH OF RESIDENCE
 \$5.00 SCF
 \$5.00 STATE
 \$5.00 ZIP
 \$10.00 P/S LABELS
 \$30.00 TELEMARKETING CARDS
 \$15.00 GALLEY LISTING
 \$50.00 EMAIL DELIVERY (FLAT
 \$100.00 RUSH FEE (FLAT FEE)
 \$50.00 DISKETTE (FLAT FEE)
 \$5.00 PRESENCE OF CHILDREN
 \$5.00 GENDER/SEX

Ailments:

Acid Reflux Disease 900,000
 Acne/Rosacea 5,000,000
 Adenoid Problems 31,800
 Alcohol Use- Heavy 484,500
 Allergies-
 All Types 8,000,000
 Wheat 63,153
 Allergy/Hay Fever - Nasal 5,757,199
 Alzheimer's 900,000
 Anemia 81,500
 Aneurisms 30,000
 Angina 509,700
 Anorexia Nervosa 41,000
 Anxiety (HH) 389,158
 Arteriosclerosis 900,000
 Arthritis-
 Medication Prescription 1,000
 Medication OTC 1,000
 Arthritis/Rheumatism 12,000,000
 Arthritis-Rheumatoid 491,979

----- MINIMUM ORDER -----
 \$750.00
 \$1,500.00- UNLIMITED USE



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Asthma	3,000,000
Astigmatism	809,500
Athletes Foot	839,923
Attention Deficit Disorder (ADD/ADHD)	1,100,000
Attention Deficit Disorder- Child	900,000
Backache	2,856,500
Bad Breath	201,611
Baldness (hair loss)- Alopecia	3,000,000
Bedsores	5,000
Birth Defects	92,700
Bladder Incontinence	2,000,000
Bladder Infection	76,421
Bleeding Gums/Gingivitis	480,600
Boils	8,200
Breast Cancer	186,569
Bronchitis	400,000
Bruising	2,000
Bulimia	3,500
Bunions	6,800
Cancer-	
All	2,000,000
Bladder	53,000
Bone	200,000
Brain Tumor	10,000
Breast	300,000
Cervical	70,000
Clusters	10,000
Colorectal	150,000
Colon	5,667
Gynecological	70,000
Hodgkin's Disease	10,000
Kidney	30,000
Laryngeal	4,000
Leukemia	30,000
Liver	26,000
Lung	200,000
Lymphoma	55,000
Non - Hodgkin's	53,000
Oral	13,000
Ovarian	27,000
Pancreatic	26,000
Prostate	500,000
Skin/Melanoma	55,000
Testicular	11,000
Thyroid	16,000



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Uterine	50,000
Candida	2,000
Cardio- Heart Ailments	1,000,000
Carpal Tunnel Syndrome	51,100
Cataracts	200,000
Celiac-Sprue	8,103
Cellulite	125,000
Cerebrovascular	400,000
Chapped Lips - Freq From '97 On	1,010,953
Chewing/Swallowing Difficulties	42,980
Child Bladder Problems/Bedwetting	8,972
Chronic Back Pain	1,294,321
Chronic Ear Infections	32,770
Chronic Obstructive Pulmonary Disease	200,000
Chronic Pain	34,817
Circulation	35,200
Clinical Depression	898,626
Cold Sores	185,637
Colitis	32,000
Congestive Heart Disease	6,900
Constipation	32,036
Contact Lenses	3,136,809
Corns/Calluses	350,000
Crohn's Disease	64,000
Croup	13,400
Dandruff	327,107
Denture Sores	2,492
Dentures	1,246,064
Depression	1,098,897
Dermatitis	57,500
Diabetes-	2,000,000
Treat With Diet or Exercise	581,500
Treat With Insulin	481,500
Treat With Oral Medication	1,072,000
Type 1	400,000
Type 2	1,900,000
Diarrhea	6,696
Dry Mouth	96,632
Dry/Flaky Skin	324,694
Dry/Oily Skin	675,000
Dysphasia	7,633
Ear Infections	51,000
Eating Disorder	13,548
Eczema	100,000
Emphysema	127,676
Epilepsy	186,800



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Esophagitis- Acid Reflux Disease	2,000,000
Estrogen Replacement Therapy	358,300
Fatigue Syndrome	278,200
Flu- Seasonal	473,771
Fungus Infections	289,654
Fungus Infect-Nail/Foot	815,286
Gallstones	4,500
Gas	385,402
Gastritis	384,100
Gastroenteritis	1,900,000
Gastroesophagal Reflux Disease	200,000
Gastrointestinal Ailments	6,000,000
Genital Herpes	695
Genital Warts	15,717
GERD/Reflux/Ulcers	734,992
Gingivitis	83,898
Glasses	9,280,119
Glaucoma	300,000
Gum Disease	441,600
Hair Loss/Baldness	3,000,000
Headaches	3,762,687
Headaches-Migraines	3,000,000
Hearing Aid	112,651
Hearing Impaired/Hearing Aid	1,312,582
Heart Attack	60,314
Heart Disease	964,774
Heartburn/Acid Indigest	7,275,612
Heartburn- Night-Time	6,310
Heart Disease/Angina	1,900,000
Heavy Menstrual Flow	165,553
Hemorrhoids	2,000,000
Hepatitis C- Acquaintance	2,077
Hepatitis C- Self	1,390
Hernia	6,300
High Blood Pressure	4,000,000
High Cholesterol	5,000,000
Hip Conditions & Ailments	300,000
Hives	30,000
Hyperactivity	700,000
Hypertension	3,000,000
Hyperthyroidism	144,281
Hypoglycemia	700,000
Impotence	340,741
Incontinence Combined	919,511
Indigestion- Chronic	199,500
Infertility	30,000
Insomnia	Inquire



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Irritable Bowel Synd	399,609
Kidney Disease	9,300
Lactose Intolerance	200,000
Laryngitis- Chronic	36,000
Leg Fatigue/Achiness	140,048
Low Protein Disorder	11,320
Lupus	16,000
Lyme Disease	7,668
Menopause	4,000,000
Menstrual Cramps	373,057
Menstrual Flow- Heavy	165,553
Migraines	2,197,500
Milk/Dairy Digestive Problems	111,000
Moles	300,000
Motion Sickness	243,547
Multiple Sclerosis	94,926
Muscle Cramping	147,800
Obesity	4,000,000
Obesity- Morbid	129,827
Obsessive-Compulsive Disorder	52,000
Osteoporosis	1,000,000
Ostomy	1,732
Overweight	4,362,069
Pain- Chronic	513,000
Panic Attacks	45,000
Parkinson's Disease	109,400
Pelvic Inflammatory Disease	3,500
Perspiration- Uncontrollable	72,100
Phobias	34,800
Physical Handicap	288,400
Plantar Warts	63,700
Postnasal Drip- Chronic	61,700
Pre-Menstrual Dysphoric Disorder (PMDD)	2,000,000
Pre-Menstrual Syndrome (PMS)	2,000,000
Prosbyopia	895,000
Prostate	400,000
Psoriasis	506,254
Respiratory Conditions	15,000,000
Rheumatism	3,021,098
Rosacea	52,259
Seasonal Affective Disorder	52,500
Sensitive Skin	1,152,500
Sensitive Teeth	590,000
Shingles	37,903
Sinus	1,060,000
Skin Conditions	200,000



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Smokers	12,000,000
Snoring	286,147
Spinal Cord Injury	153,695
Sports/Orthopedic Injury	369,800
STD's	217
Stroke	26,922
Therapy User	1,000
Thinning Hair	1,071,000
Ulcers- All Types	3,000,000
Ulcerative Colitis	32,538
Ulcers-	
HPI	2,000,000
Peptic	1,000,000
Colitis	32,000
Upset Stomach	184,048
Urinary Tract Infection	119,800
Vaginal Dryness	19,130
Varicose Veins	843,231
Varicosity	67,603
Vision Loss	268,600
Warts	188,400
Wheelchair Use	261,089
Yeast Infections	755,600

Media: The head of the household or the person with the illness have responded to a questionnaire/survey indicating that someone in the household suffers from an ailment

Rush: 48 hour delivery

All orders cancelled before the mail date will incur a \$50/F cancellation fee, along with \$10/M running charges plus shipping. Full charges will apply to all orders cancelled after mail date.

List #1768-4



Hippo Direct - Corporate Headquarters
Greg Branstetter, President
Phone: (440) 519-0730 Fax: (440) 519-0727
Email: ghippo@hippodirect.com

9,000,000 Households * \$150/M
 Rx +\$100/M
 Email Addresses Inquire
 Multiple Use Inquire

----- DATE -----
 06/01/04 UPDATED
 07/02/04 CONFIRMED

* One Select @ N/C
 If your order contains multiple selects, the lowest priced select will be the free select. The free select offer does not apply to royalty-based selects.

----- UNIT OF SALE -----
 N/A

----- GENDER -----
 % N/A
 CANNOT SELECT

(Formerly: A Datacap Survey Access File)

----- MEDIA -----
 100% COMPILED
 SEE TEXT

Equifax's Rx Selector is a leading self-reported database containing fresh and accurate information pertaining to consumers' ailments and usage of prescription and over-the-counter pharmaceuticals. That is because we survey millions of households every year. Plus, we offer unparalleled lifestyle and demographic information from our other proprietary data sources.

----- ADDRESSING -----
 4-UP CHESHIRE OR DISKETTE

----- SELECTIONS -----
 \$30.00 PHONE NUMBER
 \$3.50 SCF
 \$3.50 STATE
 \$3.50 ZIP
 \$5.00 CARRIER ROUTE
 \$1.00 KEYING
 \$6.00 P/S LABELS
 \$8.00 RUN CHARGES
 \$20.00 EMAIL DELIVERY (FLAT FEE)
 \$25.00 DISKETTE (FLAT FEE)
 \$20.00 CARTRIDGE (FLAT FEE)
 \$25.00 CD-ROM (FLAT FEE)
 \$30.00 MODEM/FTP/BBS (FLAT FEE)

Additional Selections:
 Ailments @ N/C
 # Denotes Premium Select @ \$10/M
 0 - 60 Day Hotline @ \$12/M
 2.5 - 6 Month Hotlines @ \$6/M
 Each Add'l Select @ \$8/M
 Smokers- Please inquire
 Telemarketing- Please inquire
 Cheshire Labels-
 First Set @ N/C
 Add'l Set @ \$5/M

----- MINIMUM ORDER -----
 \$600.00

Ailments: Acne, ADHD, Alzheimer's, Anxiety, Arthritis, Asthma, Back Pain, Bladder Control, Breast Cancer, Bronchitis/Chronic Bronchitis, Cancer, Chrons Disease, Clinical Depression, Colon Cancer, Considering Laser Vision Correction, Contact Lenses, Diabetes, Diabetes Type 1, Diabetes Type 2, Emphysema, Eye Glasses, GERD/Reflux, Heart Attack/Heart Disease, Heartburn/Acid Indigestion, Hemorrhoids, High Blood Pressure, High

----- NET NAME POLICY -----
 85% + \$8.00
 RUN CHARGES
 100,000



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Cholesterol, Impotence/ED, Irritable Bowel Syndrome, Menopause, Migraines, Multiple Sclerosis, Nasal Allergies, Obesity, Osteoporosis, Prostate Cancer, Psoriasis, Rheumatism, Rheumatoid Arthritis, Sinusitis, Spinal Cord Injury, Wheelchair Use

Over-The-Counter: Heartburn Meds

Rx: Adderall, Adderall XR, Allegra, Beconase, Celebrex, Claritin, Claritin D, Concerta, Flonase, Glucophage, Imitrex, Lipitor, Nasacort, Nasalcrom, Nasonex, Other Allergy Medicine, Oral/Injectable Insulin, Paxil, Premarin, Prescription Asthma Meds, Prescription Heartburn Meds, Prozac, Rhinocort, Rhinocort Aqua, Ritalin, Ritlin LA, Vancase, Viagra, Vioxx, Zoloft, Zyrtec

Demographic: # Age Ranges of Adults in Household, Number of Adults in Household, Age Ranges of Children in Household, Number of Children in Household, Gender, Home Owner/Renter, Income, Occupation, # Education, Length of Residence, Mail Order Buyer, Mail Order Donor, Mail Order Responder

Lifestyle:

Leisure & Hobbies- Automotive Work, Avid Book Reading, Bible/Devotional Reading, # Casino Gambling, Cat Owner, Collectibles/Collections, Contests/Sweepstakes, Computer Software, Crafts, Dog Owner, Flower Gardening, Grandchildren, Home Decorating/Furnishing, Home Office, Home Workshop/Do-It-Yourself, Opportunity Seeking, Photography, Satellite Dish Owner, Self-Improvement, Shop Via Internet, Vegetable Gardening, Wireless/Cellular Phone

Books- Audio, Children's, Inspirational, Mystery, Non-Fiction, Novels, Romance, Science Fiction

Fine Living- Attend Cultural/Arts Events, Cruise Ship Vacations, Timeshares, Fashion Clothing, Fine Art/Antiques, Foreign



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Cooking/Natural Foods, Vitamins/Health
Foods
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Stock/Bond Investments
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Golf, Great Outdoors, Hunting/Shooting,
Physical Fitness/Exercise, Running/Jogging
World & Environment- Children Diseases/
Issues, Democratic Contributor, # Donate
to Charitable Causes, Health Related
Charities, Interest in Specific Types of
Charities, Republican Contributor,
Veterans, # Wildlife/Environmental Issues
Telecommunications- Cellular Phone Service,
Cingular, ATT, MCI, Nextel, Sprint,
Verizon, VoiceStream/T-Mobile, Qwest,
Other

Telemarketing script and mail/call date
required.

All respondents have an opt-out option.

Source: Self-reported data from surveys

Delivery: 3 - 5 working days

Payment require for orders cancelled prior to
shipping; \$75/F processing cancellation
charge; \$8/M run charge for records processed;
and all custom formatting and data processing
charges, if applicable.

Payment required for orders cancelled after
shipping but prior to mail date: \$75/F
processing cancellation charge; \$8/M run
charge for records supplied; all selection



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charge(s); output medium costs (ie tapes, diskettes); shipping costs and custom formatting and data processing charges if applicable.

Payment required for orders cancelled on or after mail date: All previously agreed upon charges will apply, including, but not limited to: Base charge, selection charge(s), custom formatting and data processing charges if applicable, output mediums costs (ie tapes, diskettes), and shipping costs.

Updated monthly.



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Medical Ailment/Condition Respondents



21,612,373	Total list	\$200.00/M	SOURCE:
	Select Ailment:		Internet Survey Data
10,612,317	Allergies		MINIMUM ORDER \$,000
1,116,432	Alzheimers		
13,472,179	Arthritis		
3,963,420	Asthma		
1,013,722	Back pain		
4,016,372	Balding/thinning hair		
2,617,441	Bladder control		
489,306	Breast cancer		
4,143,748	Cancer		
817,262	Contact lens wearers		
3,498,247	Diabetes		
197,361	Eczema		
71,047	Epilepsy		
3,116,418	Eye glass wearers		
4,776,918	Has ulcers		
2,223,474	Headaches		
1,517,363	Hearing difficulty		
517,042	Heart disease		
5,698,347	High blood pressure		
6,941,049	High cholesterol		
317,921	Impotence		
898,363	Insomnia		
226,472	Lactose intolerant		
4,476,379	Menopause		
406,079	Multiple sclerosis		
1,572,369	Osteoporosis		
5,541,373	Overweight		
217,041	Parkinsons disease		
1,293,626	Prostate cancer		
948,746	Psoriasis		
515,936	Sinusitis		
5,116,075	Ulcers		
99,373	Use wheelchair		

PROFILE:

For the first time you can reach those people suffering from specific health disorders. This survey respondent file can target people with minor ailments to those with major medical problems. This survey provides in-depth profiles of the respondents with an abundance of demographic and psychographic data which is extremely valuable to any marketer. This specialized group proves highly responsive to offers including: medical products & services, insurance, fundraising, magazine subscriptions and much more.

SELECTIONS:

State	\$5.00/M
Scf	\$5.00/M
Zip	\$5.00/M

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Medical Ailment/Condition Respondents

Age	\$5.00/M
Income	\$5.00/M
Credit Card	\$8.00/M
Presence Of Children	\$5.00/M
Mail Order Buyers	\$10.00/M



MEDICAL AILMENT MASTERFILE

KEY SEGMENTS

729,860	Households	\$125/M
124,150	Diabetics	+\$5/M
115,421	Weight Loss	+\$5/M
302,037	Health Conscious	+\$5/M
96,706	High Cholesterol	+\$5/M
93,212	Chronic Arthritis	+\$5/M
113,464	High Blood Pressure	+\$5/M
67,940	Internet Preference	+\$10/M
17,693	3 Month Hotline	+\$11/M
29,791	6 Month Hotline	+\$6/M
	Fundraising/Publishing Rate	\$65/M

Gender: 23% Male
68% Female
Minimum: 8,000
Source: 100% Direct Response
Updates: *NO LONGER UPDATING*

Addressable Material:

- PS Labels
- Cheshire Labels
- Diskette
- E-Mail
- 9TR 1600/6250 BPI Magnetic Tape

SELECTION CHARGES

3 Month	\$11/M
6 Month	\$6/M
SCF /State	\$6/M
Gender	\$6/M
Age	\$11/M
Run Charges	\$10/M
PS Labels	\$10/M
Cheshire Labels	N/C
Diskette	\$50/F
E-Mail	\$50/F
Mag Tape	\$70/F

AUDIENCE PROFILE

Equal sweetener, a leading brand of sugar substitute, offers consumer households with self-reported ailment information gathered through *Equal* customer surveys, magazine ads and the *Equal* website.

MARKETING INSIGHT

An excellent target audience for any health-related offer including magazines, health/fitness products, fundraising, insurance, credit card/financial, continuity programs and more.

TERMS AND CONDITIONS

Sample mail piece required. Allow 3-5 working days to process order. Payment due 30 days from mail date. Cancellations after mail date are fully due. Net name arrangement negotiable based on reciprocity and annual volume usage. File run against NCOA with updates. 20% commission to authorized brokers on base rate.

Equal® is a registered trademark of Merisant Company.

Service Bureau:

Direct Tech
955 American Lane
Schamburg, IL 60173
Attn: Eric Sanchez

ALC of New York Contacts:

Sales:

Greg Jarrow
212-381-1726
greg.jarrow@alcny.com

Production:

Kathy Mclean
212-381-1709
kathy.mclean@alcny.com



ALC of New York, L.L.C.

Equal Medical Ailment Usage Through May 2004

Health & Fitness

Bio-Genetics (T)
Diabetic Supply of U.S.A.
Express Med (T)
Gero Vita (T)
Health Labs of North America (T)
Magnolia Health Services
Pfizer, Inc.
Scooter Store
Tabak's Health Products (T)
Zurich Biopharmaceuticals (T)

Publishing

Healthy Living (T)
International Masters Publishing (T)
Oxmoor House
Publication International, Ltd. (T)
Rapaport Publishing
Reiman Publishing
Rodale Press
Time Warner Publications/ Oxmoor House (T)

Fundraising

AARP (T)
Juvenile Diabetes Foundation

Misc.

America Online (T)



For more information, contact:
ALC of New York, L.L.C.
Greg Jarrow, *Account Executive*
212-381-1726
greg.jarrow@alcny.com



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Datacard

- KEY SEGMENTS
- AUDIENCE
- USAGE
- CONTACTS

REQUEST COUNT

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FC&A Frank Cawood & Associates - Health Book Buyers

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- [View Usage](#)
- [Print Version](#)
- [Email Datacard and Usage](#)

A champion of consumer information for 25 years, Frank Cawood & Associates publishes reference books that help seniors live healthier lives and overcome illness.

[See the Full Network of Properties](#)

Key Segments

1,086,100	Universe / Base Rate	\$105.00 /M
582,300	12 Month Paid Buyers	+ \$6.00 /M
355,300	6 Month Paid Buyers	+ \$11.00 /M
229,300	3 Month Paid Buyers	+ \$16.00 /M
93,400	1 Month Paid Buyers	+ \$21.00 /M
39,600	12 Month Canadian Paid Buyers	+ \$11.00 /M
	Fundraising Rate	\$75.00 /M
	Non-Affinity Catalog Rate	\$80.00 /M

LIST TYPE
Consumer

SOURCE
Direct Mail Sold/Space

GEOGRAPHY
Domestic (US) and Canada

LIST OWNER
Frank Cawood & Associates

LIST MAINTENANCE
 Counts through 02/28/2005
 Last update 04/01/2005
 Update frequency MONTHLY

UNIT OF SALE INFORMATION
 High: \$32.00
 Low: \$12.99

GENDER PROFILE
 Male: 28%
 Female: 56%

INCOME
Average: \$35,000.00

SELECTION CHARGES

1 MONTH HOTLINE	\$21.00 /M
12 MONTH HOTLINE	\$6.00 /M
3 MONTH HOTLINE	\$16.00 /M
6 MONTH HOTLINE	\$11.00 /M
CANADIAN	\$11.00 /M
GENDER/SEX	\$6.00 /M
MULTIBUYER	\$11.00 /M
SCF	\$6.00 /M
SOURCE	\$6.00 /M
STATE	\$6.00 /M
ZIP	\$6.00 /M

ADDRESSING

CARTRIDGE	\$25.00 /F
CHESHIRE LABELS	No charge
EMAIL	\$55.00 /F
MAG TAPE	\$25.00 /F
MAG TAPE SET UP CHARGE	\$30.00 /F
P/S LABELS	\$10.00 /M

KEY CODING
Key Coding is available
 Charges: \$3.00 /M

MINIMUM ORDER
 Quantity: 7,500
 Dollar: \$350.00

REUSE
Reuse is allowed
 Min Qty: 1,000
 Charges: \$350.00 /F

TELEMARKETING
Telemarketing is not allowed

CANCELLATION
 Charges: \$75.00 /F

COMMISSIONS
 Broker: 20%

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Audience Profile

Buyers of these natural healing and preventative health books are interested in an improved lifestyle and healthy living. The books examine topics such as the side effects of vitamins and prescription drugs and suggest natural methods for health concerns, such as how to relieve high blood pressure and arthritis pain.

Health Book Titles include: *Eat and Heal: Unleash the Inner Healing Power of Foods; Eat to Beat Arthritis, Diabetes, High Blood Pressure, High Cholesterol- and 51 other Common Health Problems; Amazing IBS Breakthroughs-Natural Remedies and Medical Miracles that Really Work; Natural Cures and Gentle Medicine-That Work Better Than Dangerous Drugs or Risky Surgery; The Folk Remedy Encyclopedia-Olive Oil, Vinegar, Honey and 1,001 Other Home Remedies; High Blood Pressure Lowered Naturally-Your Arteries Can Clean Themselves; 1,001 Home Health Secrets for Seniors; Fitness for Seniors-Amazing Body Breakthroughs for Super Health; Amazing Body & Brain Breakthroughs- How To Enhance Your Memory, Avoid Alzheimers and Improve Your Health and Thinking at Any Age; Super Life, Super Health; Nature's Prescription-Food, Vitamins, and Supplements That Prevent Disease; 1,001 Prescription Drugs-Side Effects, Dangerous Combinations and Natural Healing Alternatives for Seniors; The Prostate Answer Book-Remedies and Cures for Every Man and What Your Doctor Never Tells You About Surgery; Inner Cleansing Cures; Ordinary Ailment, Extraordinary Cures- Health Breakthroughs and Remarkable Remedies That Work Better Than Dangerous Drugs or Risky Surgery; The Big Book of Health Secrets; Serious Symptom, Simple Solutions-What To Do When You've Tried Everything Else.*

These mail order responders are excellent prospects for health and self-improvement offers, publishing, natural vitamins and methods, financial advice booklets, alternative medicine and nutritional information, insurance, fundraising and general merchandise and health related catalogs.

Terms and Conditions

Sample mail piece required. 3-5 working days required to process order. Payment due 30 days from mail date. Any order received at ALC will be subject to a flat cancellation fee. 20% commission to authorized brokers on base rate. List Owner reserves the right to protect mail dates from competitive mailers. First time orders must be prepaid. No telemarketing allowed.

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Usage - Last 12 month continuation

- [Fundraising/Membership Usage](#)
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- [Publishing](#)
- [Books Usage](#)
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Contacts

NAME	ROLE	EMAIL	PHONE	FAX
Rich DiVirgilio	Sales: Custom recos and pricing	rich.divirgilio@alc.com 	(914) 524-5227	(914) 524-5290
Reginald Higginbotham	Cust. Serv. - counts, clearances, status	reginald.higginbotham@alc.com 	(609) 580-2769	(609) 580-2809
Teri Steinkopf	Service Bureau	tsteinkopf@pnms.com 		

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NET NAME ARRANGEMENTS

Net Name is allowed.

Net: 85%
Min Qty: 50,000
Run Charges: \$350.00 /M

EXCHANGES

Exchange is allowed.

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Products

Consumer Ailment

Database Features:

- ☑ Updated Monthly
- ☑ BPA Audited
- ☑ Phone numbers available
- ☑ Cass Certified
- ☑ NCOA Updated

Working Set - Consumer Ailment List:

- | | |
|----------------------|----------------------|
| ☑ Acid Indigestion | ☑ Heart Disease |
| ☑ Acne | ☑ Hepatitis |
| ☑ Alzheimers | ☑ Impotence |
| ☑ Angina | ☑ Incontinence |
| ☑ Arthritis | ☑ Insomnia |
| ☑ Asthma | ☑ Kidney Dease |
| ☑ Back Pain | ☑ Lyme Disease |
| ☑ Baldness | ☑ Menopause |
| ☑ Blood Pressure | ☑ Migraine |
| ☑ Cancer | ☑ Multiple Sclerosis |
| ☑ Cholestrol | ☑ Obesity |
| ☑ Cold Sores | ☑ Osteoporois |
| ☑ Contact Lens | ☑ Ostomy |
| ☑ Depression | ☑ Parkinsons |
| ☑ Diabetes | ☑ Prostate |
| ☑ Emphysema | ☑ Psorissis |
| ☑ Epilepsy | ☑ Rheumatism |
| ☑ Estrogen | ☑ Rosaceo |
| ☑ Flu | ☑ Sinus |
| ☑ Genital Infections | ☑ Spinal Cord Injury |
| ☑ Glasses | ☑ Ulcer |
| ☑ Hair Loss | ☑ Vaginitis |
| ☑ Headache | ☑ Yeast Infection |
| ☑ Heart Attack | |



Physicians

- ☑ [NDC High Prescriber Data](#)
- ☑ [AMA Physician Database](#)
- ☑ [AMA Physician Counts](#)
- ☑ [Physicians by Specialty Counts](#)
- ☑ [Physicians Email](#)
- ☑ [Canadian Physician Counts](#)

Nurses

- ☑ [RN Magazine](#)
- ☑ [Nurse Practitioners](#)
- ☑ [U.S. Nurse Database](#)
- ☑ [Nurse Managers/Administrators](#)

Hospital

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AILMENT SUFFERERS MASTERFILE AMERICAN INDEX CS

091576 04/30/2005

690,666 Monthly Hotline (avg) +\$10/M
 2,425,710 Last 3 Month Hotline (avg) +\$5/M
 25,781,459 Ailment Sufferers \$125/M
 14,179,802 Males +\$10/M
 11,601,655 Females +\$10/M
 24,180,978 Phone Numbers +\$25/M

----- DATE -----
 10/01/2004 UPDATED
 02/01/2005 CONFIRMED

----- UNIT OF SALE -----
 N/A

So, what's ailing you (or someone in your household). That's what these Internet sourced survey respondents answered along with additional demographic information about themselves or the household.

----- GENDER -----
 14,179,802 MALE //CAN
 11,601,655 FEMALE//SELECT

Additional Selections:
 Specific Ailment @ \$10/M
 Selects- Please inquire

----- MEDIA -----
 100% INTERNET SOURCED/
 SURVEY RESPONDENTS

Selects: Age Range, Income, Occupation, Education Level, Marital Status, Home Ownership

----- ADDRESSING -----
 DISKETTE OR EMAIL

Specific Ailment:
 Acne 205,144
 ADD/ADHD 248,682
 Allergies 1,142,288
 Alzheimers 64,057
 Angina 239,549
 Anxiety 160,253
 Arm and Shoulder Pain 390,814
 Arthritis 761,143
 Asthma 1,284,629
 Back Pain 1,917,958
 Balding/Hair Loss 811,955
 BedWetting 79,321
 Bladder Control Problems 310,552
 Bleeding Gums/Gum Disease 388,247
 Blood Disorder 12,616
 Cancer 105,628
 Chronic Bronchitis 85,489
 Chronic Pelvic Pain 14,850
 Cold Sores 106,579
 Chronic Obstructive Pulmonary Disease-COPD 34,695
 Dentures 33,391
 Depression 798,175
 Diabetes 518,108
 Diabetes- Type 1 78,194
 Diabetes- Type 2 149,158
 Eating Disorder 116,944
 Eczema 401,608
 Emphysema 107,671
 Endometriosis 9,785
 Epilepsy 93,174
 Estrogen Inbalance 278,656
 Gastritis 245,013
 Gastro Esophageal Reflux Disease (GERD) 98,347

----- SELECTIONS -----
 \$25.00 PHONE NUMBER
 \$10.00 DEMOGRAPHIC SELECT
 \$6.00 SCF
 \$6.00 STATE
 \$6.00 ZIP
 \$7.50 RUN CHARGES
 \$50.00 EMAIL DELIVERY (FLAT FEE)
 \$35.00 DISKETTE (FLAT FEE)
 \$10.00 MONTHLY HOTLINE
 \$5.00 3 MONTH HOTLINE
 \$10.00 GENDER/SEX

----- MINIMUM ORDER -----
 5,000

----- NET NAME POLICY -----
 85% + \$7.50
 RUN CHARGES
 50,000+

Frequent Headaches	1,090,702
Frequent Heartburn	838,875
Frequent Migraines	1,099,965
Hearing Problems/Loss	518,895
Heart Condition	359,063
High Blood Pressure	1,131,725
High Cholesterol	875,249
Impotence	83,226
Impotence/Erectile Dysfunction (ED)	23,844
Insomnia	672,244
Irritable Bowel Syndrome (IBS)	238,096
Lactose Intolerant	400,853
Macular Degeneration	28,598
Menopause	69,716
Menstrual Cramps	514,628
Multiple Sclerosis	58,310
Nasal Allergy	1,708,979
Obesity	200,510
Osteoporosis	97,500
Parkinson's Disease	15,252
Physical Handicap	126,884
Prostate (enlarged)	47,310
Prostate Cancer	8,212
Psoriasis	66,196
Rheumatoid Arthritis	69,731
Sinusitis	507,281
Snoring	109,800
Spinal Injury	125,786
Sports Injury	264,138
Stroke	13,369
Ulcer	161,231
Visual Impairment	166,957
Wheel Chair	24,027
Yeast Infection	237,708

\$50/F cancellation fee on orders cancelled prior to mail date. Full charges apply on orders cancelled after mail date.

Updated monthly.

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with our successful Medical Marketing Team

RX User Database Nationwide

Target RX Drug Users?

Self Reported database of consumers
by Prescribed Drug.

Accolate, Aciphex, Actonel, Actos, Aerobid, Albuterol, Allegra, Allupent, Amaryl, Ambien, Aricept, Avandia, Azmacort, Beclovent, Beconase, Cardura, Celebrex, Claritin, Claritin D, Climara, Colestid, Detrol, Diabeta, Diovan, Ditropan, Effexor, Estrogen, Evista, Flonase, Florinol, Flovent, Fosamax, Glucophage, Glucotrol XL, Glyburide, Imitrex, Insulin, Intal, Lescol, Lipitor, Lopid, Maxair, Meridia, Methotrexate, Mevacor, Miacalcin, Micronase, Nasacort, Nasalcrom, Nasonex, Nexium, Norvasc, Oxybutynin, Paxil, Prandin, Pravachol, Precose, Premarin, Prevacid, Prevalite, Prilosec, Prinivil, Propulcid, Protonix, Proventil Inhaler, Prozac, Pulmicort, Questran, Relafen, Renova, Retin-A, Rezulin, Rhinocort, Rhinocort Aqua, Ritalin, Serevent, Serzone, Singulair, Sleep Medications, Slo-Bid, Sporanox, TheoDur, Tilade, UniDur, Valtrex, Vanonase, Vanceril, Vasotec, Ventolin Inhaler, Viagra, Wellbutrin, Xenical, Zantac, Zithromax, Zocor, Zolof, Zomig, Zovirax, Zylflo, Zyrtec and more

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Counts are always free. Email us today with your
questions.

Medical Ailment Database Nationwide

Over 30,000,000 People available. Target a very specific audience
of medical ailment sufferers.

Angina/Heart Disease, High Blood Pressure, Cholesterol, Freq Heartburn, Gastritis, Ulcer, Back Pain, Headaches, Migraines, Gingivitis, Blindness, Motion Sickness, Sensitive Skin, Sinusitis, Bald, Allergies, Arthritis, Rheumatism, Hearing Difficulty, Osteoporosis, Eczema, Psoriasis, Sports Injury, Asthma, Diabetes, Emphysema, Epilepsy, Parkinsons, Physical Handicap, Incontinence, Estrogen, Enlarged Prostate and more.

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Over 250 million consumers, age, income, gender, kids, renters, ,
new movers homeowners and more. Consumer and sales leads.
Good data can crank up your sales.

Data Append Services

Append customized data elements on almost any file 100,000
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other patient privacy acts.

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Directories & Lists

Consumer Medical Conditions

Universe Count

- 39,000,000 Individuals

Update Frequency

- Monthly

List Rental Pricing

- Call for pricing

List Sources

Each month we receive updated, verified information directly from the consumer. Call and learn about obtaining fresh leads that are available within 30 days of survey! Learn who uses prescription and non-prescription medications, their preferred brands and for what ailments.

Mail Piece is required on all specialty lists and is subject to approval.

Demographic Selections

- Ailment
- Gender
- Age
- Income
- Education
- Credit Card Ownership
- State, County & ZIP+4 Code
- Phone Number

Conditions

ADHD	Emphysema	Lactose Intolerance
Allergies/Nasal	Epilepsy	Low Protein Disorder
Allergies/Wheat	Frequent Chapped Lips	Lyme Disease
Alzheimer's	Frequent Cold Sores	Menopause
(Includes Adult Caregiver)	Frequent Flu	Migraines
Arthritis	Fungus Infections-Nail/Foot	Motion Sickness
Asthma	GERD/Acid Reflux/Ulcers	Multiple Sclerosis
Athletes Foot	Gingivitis	Obesity
Breast Cancer	Glasses	Osteoporosis
Bronchitis	Glaucoma	Parkinson's Disease
Celiac-Sprue	Hair Loss/Baldness	Prostate Cancer
Chewing/Swallowing Difficulties	Headaches	Psoriasis
Chronic Back Pain	Hearing Impaired	Rheumatoid Arthritis
Clinical Depression	Hearing Aid	Rosacea
Colon Cancer	Heart Attack	Shingles
Constipation	Heartburn/Acid Indigestion	Spinal Cord Injury
Contact Lenses	Heart Disease	Ulcerative Colitis
Crohns Disease	High Blood Pressure	Ulcers
Dandruff	High Cholesterol	Use Wheelchair
Dentures	Hyperthyroidism	Yeast Infections
Diabetes-All	Impotence/ED	
Diabetes -Type 1	Incontinence-Urine	
Diabetes -Type 2	Insomnia	
Dry/Flaky Skin	Irritable Bowel Syndrome	
Eczema		

Free Services: [Find a Doctor](#) | [Find a Pharmacy](#) | [Find a Hospital](#) | [Find a Dentist](#)

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