

Source® LinkMaster

Presents all prescriber records with the most comprehensive information



Designed To Work The Way You Do

Specifically developed to deliver insight throughout the product lifecycle, Source LinkMaster can be used to address pre- and post-launch business questions such as:

- Where are the most influential and highest potential practitioners?
- How can a sales representative more effectively manage their business?
- How effective is the size and alignment of our territories?

Source LinkMaster is a demographic product that is a comprehensive inventory of professional organization identifiers and DEA information for more than 1.4 million potential prescribers in the U.S. market. All identifiers from various organizations are linked to present a single potential prescriber through a proprietary match logic.

Source LinkMaster is built from our most current versions of the practitioner universe, Source Consensus, and the state license database.

Product Elements

Get accurate, comprehensive information quickly:

- Provides unique identifier for prescribers so prescribers can be linked through all Wolters Kluwer Health deliverables
- Can add DEA and State License information
- Full monthly refresh of prescriber demographic information
- Can integrate call file information, and state and zip code inclusions or exclusions for single state deliverables

When Source LinkMaster is incorporated into your decision support toolkit, it can help:

- Create business-specific databases of potential prescribers to maintain targeting levels
- Characterize practitioners for on-target market segmentation and enhanced return on investments
- Comply with legal mandates utilizing the key industry identifier necessary for prescribing/sampling controlled substances
- Utilize the critical information necessary for PDMA compliant product sampling
- Optimize targeting by utilizing the "best called on address" from a syndicate of pharmaceutical companies

The Power of Source®

Source product collections are designed to enable you to evaluate market performance, effectively develop and position product offerings, and better understand the impact of drug therapies.

When Source LinkMaster is integrated with Source Consensus, you can get the "best address" and improve the value of your critical prescriber call files. When you combine Source LinkMaster with Source Prescriber, Source Payer and Source Territory Manager, the combination goes beyond supporting incremental improvements to supporting applications such as targeting, compensation, and performance measurement.



Transform Data Into Decisions

Wolters Kluwer Health is the source for traditional physician-level informatics, next generation patient-level longitudinal information, and critical objective advisory direction to most effectively assist pharmaceutical and biopharmaceutical manufacturers in making decisions and recommendations with confidence. Unique market view, technical expertise, and operating knowledge with pharmacies, payers, physicians, and patients enable Wolters Kluwer Health to offer real competitive advantages through our products and services. We deliver critical advice, direction, training, and commitment to the customer's needs and challenges before, during, and after the sale.

For more information about Wolters Kluwer Health, please call us at 1 877.872.2347 or visit us on the web at www.wkhealth.com.

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