



The Swiss Healthcare Address Book

## Healthcare Database Physicians – Pharmacists – Druggists

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Your potential customer within reach

- > 35'000 postal addresses
- > 30'000 email addresses

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## dr-ouwerkerk ag - just-medical!

### Our core competencies

- Agency for pharma communications, pharma marketing and e-marketing (founded in 2000)
- Operate medical online platforms with 34'000 registered users and 6.2 million visits / year (www.just-medical.ch, www.med-jobs.ch, www.med-congress.ch, www.med-drugs.ch, www.doc-market.eu and further medical platforms)
- Distribute 2 magazines: med-congress (16'000 copies) and med-jobs (5'000 copies)
- Customers include pharmaceutical companies, med-tech companies, diagnostic laboratories, hospitals & clinics, health insurance companies, federal agencies

### Our services

- Mailing – tailor-made marketing campaigns (email and print)
- Invitation concepts for trainings and conferences (email, print, online, social media)
- Integrated and multimedia communications and marketing concepts (multichannel)
- Market research within the Swiss healthcare industry

(For other services, please refer to page 11 or [www.pharmaagentur.ch](http://www.pharmaagentur.ch))

### Our CRM – Team



**Sandra Buchholz**  
Datamanagement & CRM



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Key Account Manager med-jobs



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## Overview

	email addresses	postal addresses
Total	31313	39432
Allergology and Immunology	368	395
Anaesthesiology	969	995
Angiology	195	230
Cardiology	856	1046
Dermatology and Venerology	905	1162
Diabetology and Endocrinology	708	767
Emergency Medicine	513	502
Gastroenterology and Hepatology	518	549
General Practitioner	4958	7892
Gynecology	2052	2466
Haematology	102	118
Hand Surgery	181	198
Infectious Diseases	117	132
Intensive Care	521	508
Internal Medicine	3908	4678
Medical- and Radiation-Onkology	739	807
Nephrology	258	287
Neurology	497	592
Neurosurgery	135	140
Ophthalmology	564	750
Orthopaedic Surgery	757	830
Oto-Rhino-Laryngology (ORL)	363	483
Pathology	146	155
Pediatrics	1696	2007
Pediatrics Psychiatry/Psychotherapy	292	495
Pediatrics Surgery	51	46
Physical Medicine/Rehabilitation	108	128
Plastic Surgery	162	170
Pneumology	391	463
Psychiatry and Psychotherapy	2793	3667
Radiology and Nuclear Medicine	506	564
Rheumatology	475	555
Surgery	1761	1904
Thoracic and cardiavascular surgery	143	157
Urology	273	328
Pharmacist, Hospital Pharmacist	1954	2875
Druggist	378	391



### Email addresses by language

	D-CH	F-CH	I-CH	Total
Total	20857	6965	1151	28973
Allergology and Immunology	186	170	12	368
Anaesthesiology	755	179	35	969
Angiology	148	41	6	195
Cardiology	590	218	48	856
Dermatology and Venerology	669	208	28	905
Diabetology and Endocrinology	442	245	21	708
Emergency Medicine	382	103	28	513
Gastroenterology and Hepatology	381	109	28	518
General Practitioner	3554	1208	196	4958
Gynecology	1643	349	60	2052
Haematology	79	21	2	102
Hand Surgery	131	49	1	181
Infectious Diseases	79	35	3	117
Intensive Care	396	109	16	521
Internal Medicine	2660	1069	179	3908
Medical- and Radiation-Onkology	484	172	83	739
Nephrology	178	60	20	258
Neurology	386	100	11	497
Neurosurgery	114	16	5	135
Ophthalmology	429	116	19	564
Orthopaedic Surgery	611	123	23	757
Oto-Rhino-Laryngology (ORL)	267	86	10	363
Pathology	109	32	5	146
Pediatrics	1080	553	63	1696
Pediatrics Psychiatry/Psychotherapy	196	87	9	292
Pediatrics Surgery	39	12	0	51
Physical Medicine/Rehabilitation	74	26	8	108
Plastic Surgery	107	39	16	162
Pneumology	262	116	13	391
Psychiatry and Psychotherapy	2015	685	93	2793
Radiology and Nuclear Medicine	350	137	19	506
Rheumatology	355	110	10	475
Surgery	1378	316	67	1761
Thoracic and cardiavascular surgery	114	16	5	135
Urology	214	50	9	273

D-CH: German-speaking Switzerland, F-CH: French-speaking Switzerland, I-CH: Italian-speaking



**Email addresses by specialty/field of practice**

	office based	office/hospital	hospital	n.a.	Total
Total	12367	3920	12350	359	28996
Allergology and Immunology	142	81	140	5	368
Anaesthesiology	127	102	722	18	969
Angiology	33	43	119	0	195
Cardiology	160	184	508	4	856
Dermatology and Venerology	540	114	251	0	905
Diabetology and Endocrinology	224	127	356	1	708
Emergency Medicine	147	54	303	9	513
Gastroenterology and Hepatology	111	156	249	3	519
General Practitioner	3673	168	1068	48	4957
Gynecology	421	606	1020	6	2053
Haematology	24	3	72	3	102
Hand Surgery	49	49	83	0	181
Infectious Diseases	11	7	95	4	117
Intensive Care	58	48	413	8	527
Internal Medicine	2016	247	1568	77	3908
Medical- and Radiation-Onkology	49	93	597	0	739
Nephrology	28	29	200	1	258
Neurology	144	70	277	6	497
Neurosurgery	22	30	82	1	135
Ophthalmology	356	98	103	7	564
Orthopaedic Surgery	210	208	322	18	758
Oto-Rhino-Laryngology (ORL)	74	165	121	3	363
Pathology	28	3	100	15	146
Pediatrics	784	214	686	12	1696
Pediatrics Psychiatry/Psychotherapy	176	15	98	3	292
Pediatrics Surgery	13	3	34	1	51
Physical Medicine/Rehabilitation	44	11	46	8	109
Plastic Surgery	60	65	40	1	166
Pneumology	74	93	223	1	391
Psychiatry and Psychotherapy	1768	174	798	53	2793
Radiology and Nuclear Medicine	119	42	339	6	506
Rheumatology	212	95	163	5	475
Surgery	424	387	925	27	1763
Thoracic and cardiavascular surgery	11	24	103	5	143
Urology	35	112	126	0	273

office/hospital: working both in an office or in a hospital (attending physicians)



### Email addresses by drug delivery

	SD	Rx	n.a.	Total
Total	5467	20416	2976	28859
Allergology and Immunology	48	292	25	365
Anaesthesiology	51	775	143	969
Angiology	24	160	11	195
Cardiology	89	717	50	856
Dermatology and Venerology	221	635	49	905
Diabetology and Endocrinology	77	600	31	708
Emergency Medicine	53	370	90	513
Gastroenterology and Hepatology	73	403	43	519
General Practitioner	1670	2806	484	4960
Gynecology	319	1577	157	2053
Haematology	6	92	4	102
Hand Surgery	20	144	17	181
Infectious Diseases	4	113	0	117
Intensive Care	19	426	82	527
Internal Medicine	687	2593	630	3910
Medical- and Radiation-Onkology	35	685	40	760
Nephrology	20	229	9	258
Neurology	65	409	23	497
Neurosurgery	12	112	11	135
Ophthalmology	170	344	50	564
Orthopaedic Surgery	135	517	106	758
Oto-Rhino-Laryngology (ORL)	73	263	27	363
Pathology	6	125	15	146
Pediatrics	313	1219	164	1696
Pediatrics Psychiatry/Psychotherapy	74	45	11	130
Pediatrics Surgery	5	35	11	51
Physical Medicine/Rehabilitation	20	81	8	109
Plastic Surgery	30	116	22	168
Pneumology	35	342	14	391
Psychiatry and Psychotherapy	702	1803	288	2793
Radiology and Nuclear Medicine	30	419	57	506
Rheumatology	101	337	37	475
Surgery	233	1299	231	1763
Thoracic and cardiavascular surgery	5	124	14	143
Urology	42	209	22	273

SD: self-dispensing, Rx: prescribing, further criteria (cantons, IMS-units etc.) upon request.



### Postal addresses by language

	D-CH	F-CH	I-CH	Total
Total	25340	9368	1458	36166
Allergology and Immunology	195	184	16	395
Anaesthesiology	760	199	36	995
Angiology	169	54	7	230
Cardiology	722	270	54	1046
Dermatology and Venerology	859	272	31	1162
Diabetology and Endocrinology	470	272	25	767
Emergency Medicine	373	103	26	502
Gastroenterology and Hepatology	395	121	33	549
General Practitioner	5554	2028	310	7892
Gynecology	1947	451	68	2466
Haematology	84	31	3	118
Hand Surgery	143	54	1	198
Infectious Diseases	90	39	3	132
Intensive Care	377	115	16	508
Internal Medicine	3123	1320	235	4678
Medical- and Radiation-Onkology	519	196	92	807
Nephrology	198	69	20	287
Neurology	467	112	13	592
Neurosurgery	113	21	6	140
Ophthalmology	548	180	22	750
Orthopaedic Surgery	644	159	27	830
Oto-Rhino-Laryngology (ORL)	349	122	12	483
Pathology	113	37	5	155
Pediatrics	1241	690	76	2007
Pediatrics Psychiatry/Psychotherapy	296	184	15	495
Pediatrics Surgery	33	13	0	46
Physical Medicine/Rehabilitation	87	32	9	128
Plastic Surgery	111	43	16	170
Pneumology	305	139	19	463
Psychiatry and Psychotherapy	2456	1075	136	3667
Radiology and Nuclear Medicine	389	155	20	564
Rheumatology	414	130	11	555
Surgery	1437	388	79	1904
Thoracic and cardiavascular surgery	114	39	4	157
Urology	245	71	12	328

D-CH: German-speaking Switzerland, F-CH: French-speaking Switzerland, I-CH: Italian-speaking





### Postal addresses by specialty

	office based	office/hospital	hospital	n.a.	Total
Total	17555	3872	14510	241	36178
Allergology and Immunology	155	77	158	5	395
Anaesthesiology	115	55	817	8	995
Angiology	48	41	141	0	230
Cardiology	235	184	624	3	1046
Dermatology and Venerology	746	116	298	2	1162
Diabetology and Endocrinology	245	122	397	3	767
Emergency Medicine	139	39	318	6	502
Gastroenterology and Hepatology	123	135	290	1	549
General Practitioner	6335	218	1310	29	7892
Gynecology	645	684	1134	3	2466
Haematology	27	5	84	2	118
Hand Surgery	53	42	103	0	198
Infectious Diseases	13	5	108	6	132
Intensive Care	43	30	435	0	508
Internal Medicine	2469	268	1879	62	4678
Medical- and Radiation-Onkology	64	75	665	3	807
Nephrology	40	24	223	0	287
Neurology	168	68	350	5	591
Neurosurgery	26	19	94	1	140
Ophthalmology	499	98	150	3	750
Orthopaedic Surgery	235	174	411	12	832
Oto-Rhino-Laryngology (ORL)	116	204	160	3	483
Pathology	24	3	108	20	155
Pediatrics	1009	237	754	8	2008
Pediatrics Psychiatry/Psychotherapy	331	19	144	1	495
Pediatrics Surgery	10	2	33	1	46
Physical Medicine/Rehabilitation	57	5	59	7	128
Plastic Surgery	59	58	59	1	177
Pneumology	100	88	274	1	463
Psychiatry and Psychotherapy	2513	188	950	15	3666
Radiology and Nuclear Medicine	121	27	414	3	565
Rheumatology	240	93	214	8	555
Surgery	487	339	1065	16	1907
Thoracic and cardiavascular surgery	18	21	115	3	157
Urology	47	109	172	0	328

office/hospital: working both in an office or in a hospital (attending physicians)



### Postal addresses by drug delivery

	SD	Rx	n.a.	Total
Total	7300	26706	2180	36186
Allergology and Immunology	47	327	19	393
Anaesthesiology	60	911	24	995
Angiology	30	196	4	230
Cardiology	110	894	42	1046
Dermatology and Venerology	285	791	86	1162
Diabetology and Endocrinology	92	654	21	767
Emergency Medicine	54	420	28	502
Gastroenterology and Hepatology	70	454	25	549
General Practitioner	2542	4433	920	7895
Gynecology	413	1874	179	2466
Haematology	9	108	1	118
Hand Surgery	21	162	15	198
Infectious Diseases	5	126	1	132
Intensive Care	19	476	13	508
Internal Medicine	954	3486	239	4679
Medical- and Radiation-Onkology	38	757	17	812
Nephrology	22	257	8	287
Neurology	76	498	18	592
Neurosurgery	9	130	1	140
Ophthalmology	230	480	40	750
Orthopaedic Surgery	121	664	47	832
Oto-Rhino-Laryngology (ORL)	106	354	23	483
Pathology	6	143	6	155
Pediatrics	396	1521	91	2008
Pediatrics Psychiatry and Psychotherapy	115	370	10	495
Pediatrics Surgery	4	40	4	48
Physical Medicine and Rehabilitation	25	99	4	128
Plastic Surgery	30	132	12	174
Pneumology	36	409	18	463
Psychiatry and Psychotherapy	946	2612	109	3667
Radiology and Nuclear Medicine	38	520	7	565
Rheumatology	114	417	24	555
Surgery	230	1585	92	1907
Thoracic and cardiavascular surgery	6	143	8	157
Urology	41	263	24	328

SD: self-dispensing, Rx: prescribing, further criteria (cantons, IMS-units etc.) upon request.



## Service portfolio of dr-ouwerkerk ag – just-medical!

med-cases	med-mail
med-congress	med-address
med-report	med-banner
med-jobs	med-monitor
med-drugs	med-sample
doc-market	

- med-case: Certified, subject-specific medical e-learning tools
- med-congress: The calendar for medical training and congresses
- med-report: Medical and scientific publications
- med-drugs: The Swiss Online Encyclopedia of drugs with professional information
- med-jobs: The Swiss job recruitment platform for physicians and nursing staff
- doc-market: Online platform for selling and search of used medical equipment
- med-mail: Personalised email marketing directed to target groups in healthcare
- med-address: The healthcare address resource
- med-banner: Banner publications on [www.just-medical.ch](http://www.just-medical.ch) (multichannel package)
- med-monitor: E-market research tool for the healthcare sector
- med-sample: Online platform for ordering medication samples



Contact us - we are here for you!

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