

# Seniors Seeking Medical Alert Systems

**Total Universe: 5,622,528**

**Base Rate: \$85.00/M**

**Phone Rate: +\$10/M**

## Description Summary

The database dedicated to Seniors Seeking Medical Alert Systems is a comprehensive compilation, encompassing millions of seniors who have not only shown interest but have also signaled their intent to acquire or install a medical alert system. This meticulously curated database is developed in conjunction with our U.S. Consumers Database, establishing it as the most extensive and focused resource for connecting with seniors who have specific healthcare and safety needs. Organizations and individuals aiming to address the healthcare and safety concerns of seniors can access a rich source of information. This, in turn, facilitates more personalized and effective engagement with this demographic, fostering a deeper understanding of their unique requirements.

## How Our Data Is Compiled

Our data is generated from a variety of sources, including phone directories, surveys, U.S. Census Data, voter registration, product and warranty information, credit card transactions, mail order purchases, real estate, and magazine subscriptions, as well as deed and transactional data. To ensure accuracy, we update our lists monthly through USPS® National Change of Address (NCOA) and CASS Certification. To ensure accuracy, we update our lists monthly. This database is also processed against the USPS® National Change of Address (NCOA) system, in addition to Zip+4 coding and CASS Certification. Our Consumer Data is more than 95% deliverable... guaranteed!

## Consider The Facts

- According to the CDC, more than one in four older adults fall each year.
- 6 in 10 people living with dementia will wander at least once, and many do so repeatedly.
- For seniors who live alone, having a fall or medical emergency can quickly turn tragic if they cannot reach the phone.

## Recommended Usage

Medical alert system providers, home healthcare agencies, assisted living facilities, retailers and installers, and senior service providers will greatly benefit from our targeted leads.

## Popular Selections (for additional selections please inquire)

Date of Birth  
Household Income  
Geography  
Ethnicity

Income  
Home Market Value  
Religious Affiliation  
Education Level

Marital Status  
Online Buyer  
Buying Habits  
Net Worth

## Market Type

U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Point of Purchase, Online Buyer, Self-Reported

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000  
Price: \$425.00

## Net Name

Floor: 85%  
Minimum Quantity: 25,000  
Run Charges: \$10.00 / M

## Exchanges

Please Inquire

## Reuse

Please Inquire

## Cancellation Charges

Please Inquire

## Sample Mail Piece Required

Required

## Commission

Standard 20% broker/agency commission is extended to all trade partners.

For additional information or list counts, contact your representative or list manager at 1.800.457.2899