

XYZ Healthcare Institution, Anytown USA

Acqisition Net List Count Report

March, 2006

Jay Reardon Healthcare Direct Mail Program

List ID	Name	Original Count	Thank You MB/House	Total
03	Emergency patients 70-79	298	298	596
04	Emergency patients 80-89	266	266	532
05	Inpatients 50-59	271	271	542
06	Inpatients 60-69	386	386	772
07	Inpatients 70-79	447	447	894
08	Inpatients 80-89	304	304	608
10	Outpatients 60-69	6,215	6,215	12,430
11	Outpatients 70-79	5,123	5,123	10,246
12	Outpatients 80-89	2,791	2,791	5,582
14	Lapsed Donors	376	376	752
16	499 and Below	1,699	1,699	3,398
House List Total		18,176	18,176	36,352
50	AICR Age 50+	192	21	213
51	Alzheimers Association	278	32	310
52	Alzheimers Disease Research	0	0	0
53	American Heart	301	190	491
54	American Lung	636	118	754
55	Cystic Fibrosis	412	104	516
56	Habitat for Humanity	345	1	346
57	National Easter Seals	579	355	934
58	VFW	801	202	1,003
Rental List Total		3,544	1,023	4,567
Acquisition Total		21,720	19,199	40,919
Renewal Total		1,162	1,162	2,324
Mailing Total		22,882	20,361	43,243