

SEGMENT	SUB-SEGMENTS
HCP	Specialty Targets
	Medication Targets
	Procedures Targets
	Diagnoses Targets
Professions	Pharmacists
	CNM: Certified Nurse Midwife
	CRNA: Anesthesia
	CNS: Nurse Specialists
	NP: Nurse Practitioner
	PA: Physician Assistants
Audiences	NPI Lists
Administrative	Chief XXX Officers, Key Directors
DTC	Treatment Intent
	Medication Usage
	Health Conditions
	Geriatric
	Wellness/Prevention