



## news release

contact: Glenn Schutz  
BPA Worldwide  
203-447-2873  
gschutz@bpaww.com

FOR IMMEDIATE RELEASE

### **DMD's Audience Identity Manager (AIM) platform earns BPA Worldwide Certification**

**Shelton, CT July 9, 2018** – [DMD](#) announced its Audience Identity Manager (AIM) platform has received independent certification of conformance to the BPA Worldwide rules for audience qualification and IAB Data Best Practices. The certification was performed by BPA's iCompli division.

AIM is a patent-pending technology platform that reports the identity and online behavior of opted-in healthcare providers when they visit participating medical websites. AIM extends across the DMD online ecosystem of medical websites, including pharma brand sites, medical publications, and professional associations.

"AIM is helping our healthcare clients achieve the precision targeting they need to effectively communicate to their physician and NP/PA audiences," said Dr. Roger Korman, DMD President. "The capability to access physician-level intel makes data-driven marketing less about analytics and more about having personalized engagement with physicians, leading to better healthcare overall."

The certification, performed in accordance with BPA and IAB auditing guidelines, included reviews of platform architecture, data and asset management, operational management, internal controls, data filtering, privacy and data Protection, access control, human resource security, disclosures, and definitions.

BPA verified the AIM platform includes over 300 websites with AIM Reader installed, 425,000 healthcare professionals using an AIM-tagged device, and over 562,000 total devices with an active AIM tag.

"We congratulate DMD for taking a leadership position on independent validation," said Richard Murphy, BPA's Senior Vice President of Technology Assurance. "The calls for third-party validation of digital media channels are growing louder and DMD is answering those calls. BPA's digital platform certification is a rigorous process that requires a strong commitment from senior leadership, management and staff to be successful."

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**About BPA Worldwide.** BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 2,600 annual audits of media channels in over 30 countries, BPA is a trusted resource for compliance and assurance services.

For more information on BPA and its services, please visit the [website](#).

**About DMD.** DMD provides an authenticated database that can reach, report, and respond to the dynamic digital behavior of fully opted-in physicians and NP/PA prescribers. Through this database, pharmaceutical marketers, medical marketing agencies, publishers, hospitals, CME organizations, and healthcare recruiters have digital access to physician email addresses and real-time web activity data that unlocks precision targeting and engagement capabilities across the most influential healthcare audiences. [DMDCONNECTS.COM](http://DMDCONNECTS.COM)