

DESCRIPTION OF DATABASE

This list features managers who are key purchasing decision makers for business-office needs at group medical practices, surgicenters, nursing homes, hospitals and home-healthcare organizations. They are responsible for various office functions, including accounting and bookkeeping, clerical services, record keeping, HIPAA-related issues and purchasing matters. Selects for this list include site type, job function and gender, among others.

Offers excellent results for: marketing and advertising for gifts, software products and publications, computer and office supplies and services, management-training seminars and products, consumer catalog mail order, travel and leisure and more.

FUNCTION SELECTS

QUANTITY

Administrative Assistant	16,775
Administrative/President	32,795
Business Office Manager	156,187
Store Manager/General Manager	43,282

SELECTABLE BY THE FOLLOWING TYPES OF SITES

HMO/PPO	495
Home Health Care Organizations	9,887
Hospitals/Integrated Health	21,644
Nursing Homes	17,414
Office-Based Physician Practices	156,317
Pharmacies/Pharma Companies	43,282

Note: The specialty counts above may include some duplication. Please call SK&A corporate office for net counts to avoid duplication.

This card was updated on 3/13/12. For more information call SK&A directly at:

Corporate Office

Irvine, CA: (800) 752-5478

Brokers Welcome

- Available by Name & Title
- Updated Monthly
- Guaranteed 100% Deliverable

PRICING AND SELECTION

Base Price	\$100.00/M
Title Selects	\$10.00/M
Phone Numbers	\$55.00/M
Site Type	\$10.00/M
Gender	\$10.00/M
State/SCF	\$10.00/M
Beds (Hospitals & Nursing Homes)	\$10.00/M
Key-Coding up to 8 Digits	\$5.00/M
Minimum Order (5,000 names)	\$500.00 flat

DELIVERY FORMATS

E-mail/FTP-\$100.00, Labels-\$20.00/M, CD-ROM-\$75.00 **Inquire about other options.**

TERMS AND CONDITIONS

Payment Terms: All payments due upon receipt of invoice. Pre-payment required with first order for new mailers. Late charge 2% per month. **Sample mailpiece required.** Annual volume usage agreement available.

*SK&A makes every effort to validate the accuracy of lists that it creates and guarantees its data to be 100% deliverable if mailed via First-Class Mail within 30 days of invoice date. This guarantee can only be extended to our own verified data and can not be extended to any third party data (brokered lists). For additional information see our Business Terms & Conditions online: www.skainfo.com