

DESCRIPTION OF DATABASE

Tune into a highly educated, affluent consumer group with spending power! This database features female decision makers employed at all levels within the healthcare industry. Contacts are selectable by job function and/or type of healthcare facility and organization, site type and specialty. The nature of their positions and incomes make them excellent mail-order targets.

Offers excellent results for: marketing and advertising for books, magazines, travel and vacation, credit and investment, consumer and business catalog mail order, training and motivational products, hosiery and lingerie, seminars and associations, clothing and uniforms, health and fitness, jewelry and collectibles, health and beauty aids and more.

FUNCTION/DEPARTMENT GROUPS

Top Executives	35,670	Nurse Managers	
VPs/COOs/Assistant Administrators	5,232	(available by specialty)	48,581
Top Financial Executives	6,167	Nurse Practitioners/ Physician Assistants/Medical Assistants	146,135
Accounting/Billing	24,401	Office Managers/Business Office Managers	141,198
Administrative Support	84,455	OR/ER/ICU	8,847
Data Processing/MIS/Telecommunications	1,910	Patient Services & Patient Relations	36,961
Food Services/Nutrition	13,420	Pharmacists	
Formulary	2,284	(available by type)	76,572
Human Resources/Personnel/Recruiting	48,428	Physicians	
Maintenance	7,930	(available by specialty)	129,918
Managed Care/Medicare/Medicaid	627	Purchasing/Materials Management	5,896
Marketing/Sales/Fundraising/Community Relations	8,965	Quality Assurance/Risk Management/Utilization Review	7,213
Medical Department Heads—Chiefs/Directors/Supervisors/Managers	69,580	Safety/Security	17,670
Medical Directors/Chiefs of Medical Staffs/VPs of Medical Affairs	4,096	Support Services (Non-administrative)	1,272
Medical Records	28,844	Training/Education	54,754
		Other	327

SELECTABLE AT THE FOLLOWING TYPES OF SITES

Chain Pharmacy National Headquarters	247
Group Medical Practices and/or Surgicenters	479,402
HMOs/PPOs	1,349
Home Healthcare Organizations	18,969
Hospitals	123,616
Integrated Healthcare Organizations	3,085
Director of Nursing Services	130,202
Pharmaceutical Companies	385
Pharmacies	76,527

ADDITIONAL SELECTS AVAILABLE

Phone Number

60-Day New Hotline

60-Day Re-Verify Hotline

Income: < \$19,999	\$70,000 - \$99,999
\$20,000 - \$39,999	\$100,000 +
\$40,000 - \$69,999	

Note: The specialty counts above 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

Names and Titles	\$100.00/M
Title Selects	\$10.00/M
Phone numbers	\$55.00/M
Volume discount pricing available (call for more details)	
Site	\$10.00/M
State/SCF	\$10.00/M
Income	\$10.00/M
Practice specialty	\$10.00/M
60-day hotline	\$15.00/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