

DESCRIPTION OF DATABASE

These decision makers assign nurses and other staff to visit and treat patients at their homes as well as counsel family members. They are also responsible for equipment delivery. This audience can be segmented by agency type, Medicare-certification status, ownership type, number of employees and more.

Offers excellent results for: marketing and advertising for food services, home-care equipment, mobility products, nursing supplies, publications, sanitation supplies and training seminars.

FUNCTION SELECTS

Administrative Asst/Secretary	1,860
Administrator	2,022
Business Office Manager	2,386
Chief Financial Officer	756
Chief Pharmacist	44
Dir Purchasing/Materials Mgmt	172
Director Billing/Customer Svcs	1,037
Director Biomedical Engineering	6
Director Marketing/Public Relations	708
Director of Development	93
Director of Human Resources	1,576
Director of Medical Records	385
Director of Quality Assurance	307
Director of Sales	63
Medical Director	1,128
Miscellaneous	110
Nursing Services Director	4,956
Pharmacy Services Director	158
Site Administrator	5,513
Social Worker	2,131
Staff Pharmacist	51
VP/Chief Operating Officer	612

AGENCY TYPES

Government/Regulatory	204
Home Care Services	6,000
Homemaker Service	1,418
Hospice Services	1,646
Infusion Therapy	3,046
Medical Equipment	647
Other	1,005
Personal Care	4,780
Psychiatric/Mental Health	29
Respiratory Therapy	571

MEDICARE CERTIFICATION

Yes	6,014
No	1,243

OWNERSHIP

Private	4,600
Chain	2,657

TOTALSITES **7,257**

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
- Source: 100% Phone-Verified
- Updated Annually

PRICING AND SELECTION

Base Price	\$100.00/M
Title Selects	\$10.00/M
Phone Numbers	\$55.00/M
Gender	\$10.00/M
State/SCF	\$10.00/M
Number of Employees	\$10.00/M
Agency Type	\$10.00/M
Ownership Type	\$10.00/M
Pharmacy Type	\$10.00/M
Medicare Certification	\$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