

DESCRIPTION OF DATABASE

These healthcare executives are responsible for management information systems (MIS), data processing and telecommunications functions at various types of healthcare facilities and organizations. As key purchasing decision makers, this database of professionals includes chief information officers (CIOs). Selects include job function, site type and phone and fax numbers, among others.

Offers excellent results for: marketing and advertising for telecommunications and health information network systems, computer and office supplies and services, seminars and training programs and more.

FUNCTION SELECTS

QUANTITY

Chief Information Officer	4,132
M.I.S./Data Processing Director	5,035
Telecommunications Director	3,638

SELECTABLE BY THE FOLLOWING TYPES OF SITES

Group Medical Practices and/or Surgicenters	1,789
Integrated Health Care Organizations	256
HMOs/PPOs	6,890
Hospitals	830
Pharmaceutical Companies	210

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 8/18/10. 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
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