

### DESCRIPTION OF DATABASE

With an increasingly aging population, more people are moving into nursing homes, making this a significant healthcare market. All the people in this database are management decision makers responsible for specifying and authorizing purchases. Every manager is listed by name and title, and selects are available for the number of beds, phone numbers, profit type, ownership type and more.

**Offers excellent results for:** marketing and advertising for association memberships, food services, group activities, incontinence supplies, mobility products, nursing supplies, sanitation products, training seminars and uniforms.

### FUNCTION SELECTS

#### QUANTITY

Activities/Recreation Director	14,983
Administrative Assist/Secretary	5,422
Administrator	17,603
Assistant Administrator	1,425
Bookkeeper/CFO	4,699
Business Office Manager	12,004
Case Manager	275
CEO/President	3,401
Chief Purchasing Officer	3,693
Dir Marketing/Public Relations	2,849
Dir of Housekeeping/Facilities	21,105
Director In-Service Education	3,758
Director of Admissions	9,632
Director of Food Services	14,485
Director of Medical Records	11,208
Director of Nursing Services	16,603
Director of Personnel	7,341
Director of Physical Therapy	6,662
Director of Quality Assurance	658
Director of Social Services	11,186
Medical Director	13,216
Medicare Coordinator	392
Minimum Data Set Coordinator	8,827
Miscellaneous	6
Pharmacy Manager	516

### PROFIT TYPES

For Profit	12,955
Non-Profit	6,524

### SITE TYPES

Adult Day Care	86
Alzheimers Care	180
Assisted Living	2,474
Board and Care	230
Develop. Disabled/Intermediate	
Care for Mentally Retarded	1,115
Hospice	66
Intermediate Care	749
Nursing Facility	86
Personal Care	337
Rehabilitation	117
Retired Living/Residential Living	1,059
Skilled Nursing	12,980

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
Site Type	\$10.00/M
Gender	\$10.00/M
State/SCF	\$10.00/M
Ownership	\$10.00/M
Beds	\$10.00/M
Key-Coding up to 8 Digits	\$10.00/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](http://www.skainfo.com)