



Office-Based Physicians & Decision Makers

By SK&A: 1,240,955

DESCRIPTION OF DATABASE

This list of physician medical practices and freestanding surgicenters is the country's largest and most accurate of its kind. The evolution of managed care has contributed to extensive consolidation, particularly among physician offices, and SK&A is the only information source to keep pace with this change. SK&A's six-month telephone verification procedure and daily updates captures all changes, identifying practices based on the number of physicians. We also determine both the physician and his or her top administration-all by name, specialty and job title and responsibility. Most often, major purchasing decisions are made by top administration.

Offers excellent results for: marketing and advertising for pharmaceuticals, CME programs, recruitment services, patient compliance programs, practice software, medical equipment and supplies, office needs, and publication subscriptions; building early relationships with prescribers; and market planning and analysis.

FUNCTION SELECTIONS

FUNCTION SELECTIONS	QUANTITY
Administrator	19,825
Allied Health Professionals	20,276
Business Manager	2,023
Chief Executive Officer	7,029
Chief Financial Officer	1,913
Chief Information Officer	407
Chief Operation Officer	2,342
Director of Audiology	2,585
Director Of Laboratory	1,597
Director of Marketing	523
Director of Nursing	12,586
Director of Quality Assurance	222
Hospitalist	6,543
Insurance/Billing Supervisor	11,663
Licensed Practical Nurse	1,848
Licensed Vocational Nurse	1,851
Medical Assistant	53,788
Medical Director	18,184
Miscellaneous	206
Nurse	5,439
Nurse Midwife	3,767
Nurse Practitioner	65,284
Office Manager	137,710
Personnel Director	2,891
Pharmacist	386
Physical Therapist	3,422
Physician	674,131
Physician Assistant	49,619
President	1,377
Purchasing Manager	377
Radiology/X-Ray Supervisor	616
Receptionist/Secretary	63,677
Receptionist/Secretary	9,230
Registered Dietitian	1,090
Registered Nurse	28,346
Social Worker	10,350
Social Worker	2,963
Supervisor of Medical Records	2,559
Technician	750
X-Ray/Radiology Tech	448

NUMBER OF PHYSICIAN OFFICES BY SIZE

Group Practicing Setting	71,419
Partnership Practicing Setting	41,261
Solo Practicing Setting	137,895

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 12/2/11. For more information call SK&A directly at:

Corporate Office

Irvine, CA: (800) 752-5478

Brokers Welcome

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

PRICING AND SELECTION

Base Price	\$100.00/M
Title Selects	\$10.00/M
Phone Numbers	\$55.00/M
Fax Numbers	\$75.00/M
Gender	\$10.00/M
Physician or Practice Specialty	\$10.00/M
Number of Physicians	\$10.00/M
State/SCF	\$10.00/M
Physician License Number	\$30.00/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