



# Patient Services & Patient Relations Decision Makers

By SK&A: 55,665

## DESCRIPTION OF DATABASE

This list includes director-level decision makers responsible for various types of patient and social services and patient relations at hospitals, nursing homes and other healthcare organizations. Contacts are selectable by job function, type of healthcare site and gender, among others.

**Offers excellent results for:** marketing and advertising for patient health education programs, management and training seminars, continuing medical education, charitable fundraising, gift shop seasonal items and more.

## FUNCTION SELECTS

FUNCTION SELECTS	QUANTITY
Outpatient/Case Management Director	13,252
Patient Education/Preventive Health Director	3,693
Patient Transportation/Ambulance Director	2,206
Patient/Member Relations Director	3,024
Social Services Director	32,519
Volunteer Services/Gift Shop Director	6,103

## SELECTABLE BY THE FOLLOWING TYPES OF SITES

HMOs/PPOs	252
Home Health Care Organizations	2,332
Hospitals	26,968
Nursing Homes Organizations	25,606

*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](http://www.skainfo.com)