

DESCRIPTION OF DATABASE

File description: As technology in the workplace becomes more advanced, the need for training and personnel professionals also increases. SK&A's list of training and personnel in health care is comprised of top-level health care executives responsible for training and personnel activities and decisions at various types of health care facilities and organizations.

Offers excellent results for: Awards, certificates, educational programs, employee appreciation supplies, office supplies, promotions, publications, seminars.

FUNCTION SELECTIONS

QUANTITY

Acct/Billing/Bookkeeper/Bus Office Mgr/ CEO/CFO/Controller/Finance Dir and VP/Fiscal Svcs/Insurance Mgr	18,035
Admin Asst/Ancillary Services/Operations VP	3,530
Audio Visual/Media Services Dir	2,181
Auxiliary/Volunteer Services Dir	4,471
Chief Information Officer	3,977
Clinical and Pat Care Svcs/Nursing Services Dir and Supervisor	23,534
Clinical Pharmacist	3,164
Community Education/Outreach Education Dir	2,033
Community Relations/Marketing and Sales Dir/Public Relations Dir	9,371
Data Processing/MIS Dir	7,002
Foundation/Fundraising Director	2,657
Health Promotion/Patient Education Dir	3,862
Human Resources Dir/Personnel Dir/ Staff Dev Dir/Training Dir	21,830
In-Service/Staff Devel Dir/Med Ed Dir/ Med Staff Coordinator	9,662
Manager/Supervisor Pharmacist	39,393
Nurse Recruiter/Physician Relations/ VP of Medical Affairs	8,121
Quality Assurance/Risk Mgmt/ Utilization Review Dir	6,678
Social Services Dir	15,763

SELECTABLE BY THE FOLLOWING TYPES OF SITES

Group Medical Practices and/or Surgicenters	5,033
HMOs/PPOs	739
Home Health Care Organizations	8,400
Hospitals	53,770
Integrated Health Care Organizations	2,507
Nursing Homes	52,900
Pharmacies	42,557
Pharmaceutical Companies	836
Chain Pharmacy National Headquarters	191

FAX NUMBERS **99,880**

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 3/1/10. 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
E-mails*	
Fax Numbers	\$75.00/M
Hospital Specialty	\$10.00/M
Ownership or Affiliation	\$10.00/M
Gender	\$10.00/M
State/SCF	\$10.00/M
Beds	\$10.00/M
Key-Coding up to 8 Digits	\$5.00/M
Minimum Order (5,000 names)	\$500.00 flat

* Call for additional information.

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