

DESCRIPTION OF DATABASE

Administrative support personnel-including executive secretaries and assistants-responsible for all types of administrative duties within healthcare facilities and organizations can be targeted with this database. All contacts include the names and job titles of those responsible for making purchasing decisions within their areas of responsibility. Selects for this list include the type of healthcare facility or organization, gender and phone and fax numbers, among others.

Offers excellent results for: marketing and advertising for casual clothing and uniforms, computer and office supplies and services, consumer catalog mail orders, health and beauty products, hosiery and lingerie and management seminars.

FUNCTION SELECTS

	QUANTITY
Admin/Exec Secy/Exec Asst/Admin Secy/Admin Asst	22,331
Medical Assistant	51,449
Medical Staff Coordinator/Medical Education Director	4,906
Receptionist/Secretary	60,098

SELECTABLE BY THE FOLLOWING TYPES OF SITES

Group Medical Practices and/or Surgicenters	111,547
Home Health Care Organizations	2,486
Integrated Health Care Organizations	1,529
HMOs/PPOs	106
Hospitals	16,978
Nursing Homes	5,927
Pharmaceutical Companies	211

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 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
Site Type	\$10.00/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