



Career & Professional Women in Healthcare

By SK&A: 788,333

DESCRIPTION OF DATABASE

Female decision-makers employed at all levels within the health care industry, selectable by function and/or type of healthcare facility/organization. The nature of their positions and incomes makes them excellent mail-order targets.

List Source: 100% phone-verified!

Offers best results for: Books, magazines, travel & vacation, credit & investment, consumer & business catalog mail-order, training & motivational products, hosiery & lingerie, seminars & associations, clothing & uniforms, health & fitness, jewelry & collectibles, health & beauty aids, and more!

FUNCTION/DEPARTMENT GROUPS

Top Executives	34,233	Nurse Managers	
VPs/COOs/Assistant Administrators	4,426	(available by specialty)	50,428
Top Financial Executives	6,370	Nurse Practitioners/ Physician Assistants/ Medical Assistants	117,727
Accounting/Billing	19,492	Office Managers/Business Office Managers	158,884
Administrative Support	69,616	OR/ER/ICU	9,080
Data Processing/MIS/Telecommunications	2,169	Patient Services & Patient Relations	35,196
Food Services/Nutrition	14,068	Pharmacists	71,117
Formulary	2,118	(available by type)	
Human Resources/Personnel/Recruiting	46,715	Physicians	126,505
Maintenance	8,716	(available by specialty)	
Managed Care/Medicare/Medicaid	868	Purchasing/Materials Management	3,373
Marketing/Sales/Fundraising/Community Relations	7,192	Quality Assurance/Risk Management/Utilization Review	7,271
Medical Department Heads—Chiefs/Directors/Supervisors/Managers	69,585	Safety/Security	18,072
Medical Directors/Chiefs of Medical Staffs/VPs of Medical Affairs	3,876	Support Services (Non-administrative)	1,639
Medical Records	27,585	Training/Education	54,801
		Other	361

This card was updated on 7/18/08. 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

Names and Titles	\$100.00/M
Title Selects	\$10.00/M
Phone numbers	\$55.00/M
Volume discount pricing available (call for more details)	
Site	\$10.00/M
State/SCF	\$10.00/M
Income	\$10.00/M
Practice specialty	\$10.00/M
60-day hotline	\$15.00/M
Key-Coding up to 8 Digits	\$5.00/M
Minimum Order (5,000 names)	\$500.00 flat

SELECTABLE AT THE FOLLOWING TYPES OF SITES

Chain Pharmacy National Headquarters	395
Group Medical Practices and/or Surgicenters	44,1542
HMOs/PPOs	1,513
Home Healthcare Organizations	22,178
Hospitals	121,322
Integrated Healthcare Organizations	2,317
Pharmaceutical Companies	351
Pharmacies	71,063

ADDITIONAL SELECTS AVAILABLE

Phone Number

60-Day New Hotline

60-Day Re-Verify Hotline

Income:	< \$19,999	\$70,000 - \$99,999
	\$20,000 - \$39,999	\$100,000 +
	\$40,000 - \$69,999	

Note: The specialty counts above include some duplication. Please call SK&A corporate office for net counts to avoid duplication.

DELIVERY FORMATS

E-mail - \$75.00, Labels - \$15.00/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