

DESCRIPTION OF DATABASE

Tune into a highly educated, affluent consumer group with spending power! This database features female decision makers employed at all levels within the healthcare industry. Contacts are selectable by job function and/or type of healthcare facility and organization, site type and specialty. The nature of their positions and incomes make them excellent mail-order targets.

Offers excellent results for: marketing and advertising for books, magazines, travel and vacation, credit and investment, consumer and business catalog mail order, training and motivational products, hosiery and lingerie, seminars and associations, clothing and uniforms, health and fitness, jewelry and collectibles, health and beauty aids and more.

FUNCTION/DEPARTMENT GROUPS

Top Executives	35,728	Nurse Managers	
VPs/COOs/Assistant Administrators	5,154	(available by specialty)	49,312
Top Financial Executives	6,293	Nurse Practitioners/ Physician Assistants/Medical Assistants	143,093
Accounting/Billing	24,286	Office Managers/Business Office Managers	144,489
Administrative Support	85,247	OR/ER/ICU	9,164
Data Processing/MIS/Telecommunications	1,967	Patient Services & Patient Relations	37,533
Food Services/Nutrition	13,769	Pharmacists	
Formulary	2,277	(available by type)	75,503
Human Resources/Personnel/Recruiting	49,099	Physicians	
Maintenance	8,286	(available by specialty)	126,973
Managed Care/Medicare/Medicaid	649	Purchasing/Materials Management	6,030
Marketing/Sales/Fundraising/Community Relations	8,885	Quality Assurance/Risk Management/Utilization Review	7,347
Medical Department Heads—Chiefs/Directors/Supervisors/Managers	70,806	Safety/Security	18,213
Medical Directors/Chiefs of Medical Staffs/VPs of Medical Affairs	4,016	Support Services (Non-administrative)	1,322
Medical Records	29,542	Training/Education	55,390
		Other	296

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 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	245
Group Medical Practices and/or Surgicenters	476,268
HMOs/PPOs	1,212
Home Healthcare Organizations	18,943
Hospitals	126,544
Integrated Healthcare Organizations	3,024
Director of Nursing Services	132,211
Pharmaceutical Companies	347
Pharmacies	75,458

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/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