

DESCRIPTION OF DATABASE

Segmented by 14 job function selects and nine site types, this comprehensive file of financial and administrative personnel lists those who are responsible for financial and purchasing decisions within the healthcare industry. The professional knowledge of these executives makes them educated consumers for personal financial offerings, association membership drives and related publications.

Offers excellent results for: marketing and advertising for computer hardware and software, employee education materials, financial software, office supplies and services, publications and seminars.

FUNCTION SELECTS

FUNCTION SELECTS	QUANTITY
Acct/Bookkeeper/CFO/Contr/Fin Dir/ Fiscal Svcs	14,638
Admin Asst/Ancillary Srv Dir/COO/ Secretary/Sr VP/Support Svcs Dir	8,601
Admin/Branch Mgr/CEO/Chief of Med Staff/Exec Dir/Pres	58,733
Billing/Business/Insurance Mgr	166,415
Chairman of the Board	3,588
Chief Pharmacist/Owner/Pharmacist	13,558
Coding Mgr/DRG	5,365
COO/Operations/Regional VP	1,553
Dev/Planning Dir	2,436
Formulary Dir/Pharm & Therapeutics Committee	6
Foundation/Fundraising Dir	2,479
Materials Mgr/Prod Mgr/Purch VP, Dir or Mgr	3,061
Patient Accounts Dir	5,322
Pharmacist Mgr/Spr	33,500
TOTAL	356,273

This card was updated on 2/12/10. 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

SELECTABLE BY THE FOLLOWING TYPES OF SITES

Hospitals	43,426
Nursing Homes	41,489
HMOs/PPOs	1,143
Integrated Health Care Organizations	5,595
Home Health Care Organizations	3,634
Group Medical Practices and/or Surgicenters	172,597
Pharmacies	37,500
Pharmaceutical Companies	1,188
Chain Pharmacy National Headquarters	562

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

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