



# Finance and Administration in Healthcare

By SK&A: **353,947**

## 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

### QUANTITY

Acct/Bookkeeper/CFO/Contr/Fin Dir/ Fiscal Svcs	14,415
Admin Asst/Ancillary Srv Dir/COO/ Secretary/Sr VP/Support Svcs Dir	7,408
Admin/Branch Mgr/CEO/Chief of Med Staff/Exec Dir/Pres	58,499
Billing/Business/Insurance Mgr	171,694
Chairman of the Board	3,426
Chief Pharmacist/Owner/Pharmacist	14,281
Coding Mgr/DRG	5,198
COO/Operations/Regional VP	1,359
Dev/Planning Dir	2,128
Formulary Dir/Pharm & Therapeutics Committee	6
Foundation/Fundraising Dir	2,111
Materials Mgr/Prod Mgr/Purch VP, Dir or Mgr	3,197
Patient Accounts Dir	5,186
Pharmacist Mgr/Spr	33,718
<b>TOTAL</b>	<b>353,947</b>

This card was updated on 5/21/09. 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	41,240
Nursing Homes	42,059
HMOs/PPOs	1,143
Integrated Health Care Organizations	4,552
Home Health Care Organizations	3,634
Group Medical Practices and/or Surgicenters	176,117
Pharmacies	33,718
Pharmaceutical Companies	1,138
Chain Pharmacy National Headquarters	562

## 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](http://www.skainfo.com)

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