

DESCRIPTION OF DATABASE

This site-based file targets decision makers operating within practices that contain three or more physicians. Marketers can use this database to reach physicians who have a larger practice and patient reach. These groups can be segmented by job function, practice specialty, number of physicians and more.

Offers excellent results for: marketing and advertising for pharmaceuticals, CME programs, recruitment services, patient compliance programs, practice software, medical equipment and supplies, office needs, or publication subscriptions; building early relationships with prescribers; and market planning and analysis.

FUNCTION SELECTIONS

FUNCTION SELECTIONS	QUANTITY
Administrator/President/CEO/COO	16,708
Audiologist	1,458
Business Mgr/Office Mgr	48,660
Chief Financial Officer	1,271
Chief Information Officer	341
Insurance/Billing Supervisor	4,025
Laboratory Supervisor	9 5 6
Marketing Director	313
Medical Assistant	12,250
Medical Director	10,612
Medical Record Supervisor	1,412
Nurse	2,773
Nurse Practitioner	32,592
Nursing Director	8,174
Personnel Director	1,854
Pharmacist	248
Physical Therapist	1,939
Physician Assistant	26,152
Physician	422,208
Purchasing Manager	296
Quality Assurance Director	144
Radiology/X-ray Supervisor	435
Radiology Technologist/X-ray	1,303
Registered Dietitian	610
Receptionist/Secretary	20,965
Social Worker	5,515
Technician	3,234
Other	59

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 Daily
- 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
Physician or Practice Specialty	\$10.00/M
Number of Physicians	\$10.00/M
State/SCF	\$10.00/M
Key-Coding up to 8 Digits	\$10.00/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