

DESCRIPTION OF DATABASE

With this list, get a full glimpse of all management-level decision makers participating in the dynamic evolution of managed care. The database, which features nearly two million contacts from the SK&A masterfile, includes 100-plus job function selects for this audience.

Offers excellent results for: marketing and advertising for business and pleasure travel, recruiting, medical supplies and equipment, training programs and seminars and professional publications.

FUNCTION SELECTS

Group Medical Practices & Surgicenters

1,240,641

Administrator	19,835
Allied Health Professionals	20,275
Business Manager	2,021
Chief Executive Officer	7,025
Chief Financial Officer	1,910
Chief Information Officer	407
Chief Operation Officer	2,339
Director of Audiology	2,586
Director Of Laboratory	1,597
Director of Marketing	522
Director of Nursing	12,579
Director of Quality Assurance	222
Hospitalist	6,507
Insurance/Billing Supervisor	11,672
Licensed Practical Nurse	12,964
Licensed Vocational Nurse	1,851
Medical Assistant	53,791
Medical Director	18,172
Miscellaneous	206
Nurse	5,446
Nurse Midwife	3,764
Nurse Practitioner	65,269
Office Manager	137,726
Personnel Director	2,888
Pharmacist	385
Physical Therapist	3,419
Physician	673,889
Physician Assistant	49,597
President	1,375
Purchasing Manager	376
Radiology/X-Ray Supervisor	616
Receptionist/Secretary	63,667
Receptionist/Secretary	9,231
Registered Dietitian	1,090
Registered Nurse	28,358
Social Worker	10,352
Social Worker	2,962
Supervisor of Medical Records	2,558
Technician	746
X-Ray/Radiology Tech	446

HMOs/PPOs

836

Admin Secretary/Exec Assistant	86
Case Manager	32
Chief Executive Officer	343
Chief Financial Officer	325
Claims Manager	83
Dir Human Resources/Training	294
Director Customer/Member Svc	126
Director of Health Services	46

Director of Managed Care	34
Director of Medical Records	9
Director of Medicare/Medicaid	10
Director of Preventive Health	0
Director of Provider Relations	174
Director of Quality Assurance	68
Director of Utilization Review	23
Executive Director	317
Formulary Director	4
M.I.S. Director	192
Medical Director	267
Miscellaneous	50
Nursing Care Svs/Dir of Nurs	3
Office Manager/Business Manager	24
Pharmacy Director	75
President	176
Purchasing Manager	10
VP/Director of Marketing	409

Home Health Care

Organizations

25,789

Administrative Asst/Secretary	1,909
Administrator	1,985
Business Office Manager	754
Chief Financial Officer	1,066
Chief Pharmacist	6
Dir Purchasing/Materials Mgmt	317
Director Billing/Customer Svs	404
Director Biomedical Engineering	100
Director Marketing/Public Relations	1,583
Director of Development	742
Director of Human Resources	65
Director of Medical Records	176
Director of Quality Assurance	1,095
Director of Sales	111
Medical Director	4,891
Miscellaneous	2,372
Nursing Services Director	123
Pharmacy Services Director	45
Site Administrator	52
Social Worker	5,411
Staff Pharmacist	1,970
VP/Chief Operating Officer	612

Hospitals

236,781

Administrative Assistant	11,458
Administrator	1,807
Business Office Manager	3,311
Chairman of Formulary Committee	1,285
Chairman of the Board	3,754
Chief Executive Officer	4,100
Chief Financial Officer	5,282

Chief Information Officer	3,564
Chief of Infectious Diseases	1,824
Chief of Medical Staff	6,356
Chief Operating Officer	3,064
Chief Privacy Officer	1,044
Chief Resident/Residency Program	403
Controller	1,927
Dir Materials Mgmt/Purchasing	4,895
Dir Maternal Health Programs	1,757
Dir of Engineering/Maintenance	5,203
Dir of Managed Care Contracts	743
Dir Psych Partial Hospital Svs	234
Director Audio Visual/Media Svs	360
Director Central/Sterile Supply	944
Director Dialysis/Hemodialysis	1,122
Director ICU/Coronary Care Unit	2,858
Director Inservice Training/Ed	3,313
Director Internal Medicine Svs	3,136
Director of Admissions Svs	2,909
Director of Ambulance Services	526
Director of Ancillary Services	752
Director of Anesthesiology	3,653
Director of Bio-Med Engineering	1,184
Director of Blood Bank	615
Director of Cardiology Services	2,137
Director of Case Management	1,845
Director of Catheterization Lab	845
Director of Data Processing/MIS	1,116
Director of Dentistry	1,043
Director of Discharge Planning	411
Director of Emergency Room	7,035
Director of Environmental Svs	3,528
Director of Family Practice	1,837
Director of Food Services	5,311
Director of Foundation	1,796
Director of Geriatric Programs	563
Director of Home Healthcare	1,531
Director of Hospice Services	398
Director of Human Resources	5,852
Director of Infection Control	4,287
Director of Laboratory Services	4,759
Director of Marketing Services	2,776
Director of Medical Records	5,506
Director of Medicare/Medicaid	259
Director of Neonatal Care	486
Director of Neurology Services	1,093
Director of OB/GYN Services	3,084
Director of Oncology Services	1,960
Director of Operating Room	2,507
Director of Orthopedic Surgery	1,581
Director of Outpatient Services	758
Director of Outreach Services	394

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Director of Pastoral Care	2,511	Nursing Homes	194,271
Director of Pathology Services	3,606	Activities/Recreation Director	15,125
Director of Patient Accounts	1,486	Administrative Assist/Secretary	5,607
Director of Patient Education	514	Administrator	17,751
Director of Patient Relations	1,370	Assistant Administrator	1,461
Director of Pediatric Services	2,357	Bookkeeper/CFO	4,855
Director of Pharmacy Services	5,650	Business Office Manager	11,930
Director of Physical Therapy	5,430	Case Manager	267
Director of Planning	1,119	CEO/President	3,510
Director of Psychology	3,138	Chief Purchasing Officer	3,744
Director of Public Relations	1,695	Dir Marketing/Public Relations	2,536
Director of Quality Improvement	3,787	Dir of Housekeeping/Facilities	21,735
Director of Radiology Services	7,457	Director In-Service Education	3,655
Director of Respiratory Therapy	4,725	Director of Admissions	9,754
Director of Risk Management	2,248	Director of Food Services	14,732
Director of Security Services	2,115	Director of Medical Records	11,524
Director of Skilled Nursing Svcs	693	Director of Nursing Services	16,814
Director of Social Services	2,685	Director of Personnel	7,365
Director of Substance Abuse	416	Director of Physical Therapy	6,637
Director of Support Services	659	Director of Quality Assurance	695
Director of Surgery	5,548	Director of Social Services	11,331
Director of Telecommunications	852	Medical Director	13,462
Director of Utilization Review	1,214	Medicare Coordinator	416
Director Patient Care/Nursing	6,229	Minimum Data Set Coordinator	8,828
Director Patient Transportation	528	Miscellaneous	7
Director Physician Recruitment	1,282	Pharmacy Manager	530
Director Volunteers/Auxiliary	3,149		
DRG/Coding Manager	332	Pharmacies	169,750
Formulary Committee Member	15	Assistant/Associate Pharmacist	539
Hospitalist	1,249	Chief Pharmacist	12,408
Manager of the Gift Shop	1,498	Clinical Pharmacist	3,063
Medical Director	3,414	Consulting Pharmacist	89
Medical Librarian	1,177	Managers/Supervisors	41,423
Medical Staff Coordinator	4,416	Staff Pharmacist	98,432
Miscellaneous	7		
Nurse Manager of Psych Unit	856	Dentists	179,523
Nurse Recruiter	1,295	Dental Office Manager	45,528
Patient Safety Officer	631	Dentist	133,995
Point of Care Coordinator	32		
President	1,315	Medical Group	
		Headquarters	18,371
Integrated Healthcare		Administrator	4,954
Organizations	1,624	Business Manager	275
Administrative Assistant	1,369	Chief Information Officer	383
Chief Executive Officer	1,069	Chief Financial Officer	1,119
Chief Financial Officer	1,278	Chief Operation Officer	718
Director MIS/Data Processing	874	Chief Executive Officer	2,496
Director of Human Resources	1,101	Medical Director	1,625
Director of Purchasing	120	Miscellaneous	47
Director of Quality Assurance	747	Office Manager	4,975
Director Supply/Materials Mgmt	520	President	1,770
Formulary Director	283		
Miscellaneous	68		
President	555		
Purchasing Manager	30		
Vice President	1,239		
VP of Compliance & Audit Svcs	490		
VP of Planning & Marketing	914		

This card was updated on 12/2/11. For more information call SK&A directly at:

Corporate Office

Irvine, CA: (800) 752-5478

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Gender	\$10.00/M
State/SCF	\$10.00/M
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