



Healthcare Professionals Masterfile

By SK&A: 2,000,000

DESCRIPTION OF DATABASE

Management-level decision makers participating in the dynamic evolution of managed care.

List Source: 100% phone-verified! Updated every 60 days.

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

FUNCTION SELECTS

Group Medical Practices & Surgicenters

Admin/Exec Dir/Branch Mgr	7,913
Asst Admin/Operations/VP	1,101
Business Manager	1,451
CEO	1,435
CFO	1,426
Insurance/Billing Supervisor	4,756
Marketing/Public & Community Relations Dir	424
Medical Dir/Chief of Staff/Person in Charge/Sr Physician	9,239
Nurse Practitioner	14,628
Nursing Director	9,740
Office Manager	59,605
Personnel Director/HR/Training	1,059
Pharmacist	159
Physician	563,771
Physician Assistant	9,616
Quality Assurance Director	147

Admin/CEO/Pres/Exec Director	2,333
Billing/Customer Svc/Pat Accts/ Reimb/Ins Dir	3,466
Business Office Manager	4,139
CFO/Controller/Accountant/ Bookkeeper/Fiscal Svcs	1,431
Development Dir	130
Marketing/PR/Community Relations Dir	1,308
Med Records/Coding/ Transcription Dir	1,051
Medical Director/Chief of Staff/Medical Affairs	1,300
Nursing Services Dir/Patient Care/ Clinical Svcs	10,072
Pharmacy Services Director/Formulary	287
Quality Assurance/Risk Mgt/ Util Review Dir	796
Social Worker/Dir of Social Work	3,970
VP/COO/Asst Admin	1,333

Nursing/Nursing Care Services Director	8,097
Outreach Services/Community Education Director	3,247
Patient Education/Health Promotion Director	4,985
Patient Relations Rep/Advocate	4,280
Pharmacy Services Director	6,545
Planning/Development Director	3,187
President	2,953
President/Chief of Medical Staff	6,834
Public/Community Relations Director	5,692
Quality Assurance Director	6,685
Risk Management Director	6,527
Utilization Review Director	6,277
VP of Medical Affairs/ Physician Relations	4,758

Integrated Health Care Organizations

Administrator	511
CEO/President	1,119
CFO/Controller	1,177
HR Dir	1,070
Formulary Dir	164
Quality Assurance/Risk Mgt Dir	504
VP Planning/Marketing	881
VP/COO	819

Nursing Homes

Administrator	18,676
Business Office Mgr/ Insurance/Billing	11,550
CEO	3,893
CFO/Bookkeeper	8,218
In-service Education/Staff Development Director	6,482
Medical Director	14,880
Medical Records Director	12,740
Nursing Services Director	20,713
Personnel/Human Resources Director	7,385
Quality Assurance Director	3,161
Social Services Director	10,553

Pharmacies

Chief Pharmacist	32,786
Clinical Pharmacist	3,989
Consulting Pharmacist	3,217
Dispensing Physician	150
Owner/Chief Pharmacist	13,936
Owner/Pharmacist	2,867

HMOs/PPOs

CEO	750
Chief Financial Officer	702
Claims Mgr/Insurance/ Patient Accounts	317
Customer/Member Service/ Patient Relations Dir	569
Exec Dir/Admin/Branch Mgr	777
Formulary Dir/Pharmacy & Therapeutics Committee	19
Health Svcs/Clinical Svcs/ Patient Care Dir	146
HR/Training/Personnel/Staff Development Dir	958
Managed Care/Contracting/ Network Svcs Dir	185
Med Records/Coding/ Transcription Dir	41
Medical Director/Chief of Staff	775
Pharmacy Dir/Chief Pharmacist	225
President	262
Preventive Health/Wellness/ Patient Education Dir	15
Provider Relations/Phys Relations/ Phys Recruit Dir	709
Quality Assurance/Risk Mgt Dir	276
Utilization Review Dir	114
VP/Dir of Mktg/Sales/Public & Community Relations	1,030
Home Health Care Organizations	27,072

Hospitals

Admin or Exec Secy/Admin Asst	13,800
Administrator/Director	5,255
Business Office Manager	6,499
Case Management Director	6,145
CEO	5,442
CFO/VP of Finance/Dir of Finance	6,630
Chairman of Formulary Committee	4,374
Chairman of the Board	4,534
Chief/Director of Family Practice	3,998
Chief/Director of OB/GYN	6,235
Controller/Accountant	5,165
Discharge Planner	5,858
DRG/Coding Manager	6,420
Fundraising/Foundation Director	2,832
Geriatric Programs Director	1,800
Home Health Care Director	2,850
Hospice Services Director	1,564
Human Resources/Personnel Director	8,742
In-service Training/Staff Development Director	5,945
Managed Care Coord/Dir of Managed Care Contracts	5,427
Marketing Director	5,418
Maternal Health Programs/ Women's Health Director	3,431
Medical Librarian	4,183
Medical Records Director	7,157
Medical Staff Coordinator/ Director of Medical Education	7,113
Medicare/Medicaid Director	5,597

134,395