

DESCRIPTION OF DATABASE

These decision makers assign nurses and other staff to visit and treat patients at their homes as well as counsel family members. They are also responsible for equipment delivery. This audience can be segmented by agency type, Medicare-certification status, ownership type, number of employees and more.

Offers excellent results for: marketing and advertising for food services, home-care equipment, mobility products, nursing supplies, publications, sanitation supplies and training seminars.

FUNCTION SELECTS

| | |
|--|-------|
| Admin/Administrative Asst/Secretary/ | |
| CEO/Pres/Exec Dir | 4,619 |
| Billing/Customer Svc/Pat Accts/Reimb/Ins Dir | 1,378 |
| Biomed Engineering/Maint/Facilities Dir | 11 |
| Business Office Manager | 2,310 |
| CFO/Controller/Accountant/Bookkeeper/Fiscal Svcs | 789 |
| Chief Pharmacist | 33 |
| Development Director | 91 |
| HR/Personnel/Training/Staff Development Dir | 1,911 |
| Marketing/PR/Community Relations Dir | 511 |
| Medical Dir/Chief of Staff/Medical Affairs | 1,158 |
| Med Records/Coding/Transcription Dir | 521 |
| Nursing Svcs Dir/Patient Care/Clinical Svcs | 5,044 |
| Pharmacy Svcs Director/Formulary | 113 |
| Purchasing/Materials Mgt/Med/Central Sup Dir | 229 |
| QA/Risk Mgt/Util Review Director | 374 |
| Sales Director | 50 |
| Site Administrator | 6,003 |
| Social Worker/Dir of Social Work | 2,332 |
| Staff Pharmacist | 35 |
| VP/COO/Asst Admin | 712 |
| Other | 68 |

AGENCY TYPES

| | |
|---------------------------|-------|
| Government/Regulatory | 19 |
| Infusion Therapy | 2,920 |
| Respiratory Therapy | 532 |
| Medical Equipment | 615 |
| Home Care Services | 6,039 |
| Hospice Services | 1,504 |
| Homemaker Service | 1,193 |
| Personal Care | 4,625 |
| Psychiatric/Mental Health | 27 |
| Other | 1,133 |

MEDICARE CERTIFICATION

| | |
|-----|-------|
| Yes | 6,222 |
| No | 1,314 |

OWNERSHIP

| | |
|---------|-------|
| Private | 4,748 |
| Chain | 2,788 |

TOTALSITES 7,173

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
- Source: 100% Phone-Verified
- Updated Annually

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 |
| Number of Employees | \$10.00/M |
| Agency Type | \$10.00/M |
| Ownership Type | \$10.00/M |
| Pharmacy Type | \$10.00/M |
| Medicare Certification | \$10.00/M |
| Key-Coding up to 8 Digits | \$5.00/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