

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

Administrative Asst/Secretary	1,909
Administrator	1,985
Business Office Manager	2,372
Chief Financial Officer	754
Chief Pharmacist	45
Dir Purchasing/Materials Mgmt	176
Director Billing/Customer Svs	1,066
Director Biomedical Engineering	6
Director Marketing/Public Relations	742
Director of Development	100
Director of Human Resources	1,583
Director of Medical Records	404
Director of Quality Assurance	317
Director of Sales	65
Medical Director	1,095
Miscellaneous	111
Nursing Services Director	4,891
Pharmacy Services Director	123
Site Administrator	5,409
Social Worker	1,968
Staff Pharmacist	52
VP/Chief Operating Officer	613

AGENCY TYPES

Government/Regulatory	205
Infusion Therapy	2,985
Respiratory Therapy	551
Medical Equipment	634
Home Care Services	5,866
Hospice Services	1,618
Homemaker Service	1,347
Personal Care	4,641
Psychiatric/Mental Health	29
Other	947

MEDICARE CERTIFICATION

Yes	5,864
No	1,189

OWNERSHIP

Private	4,427
Chain	2,626

TOTALSITES 7,053

This card was updated on 12/2/11. 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