



Home Healthcare Management Decision Makers

By SK&A: **29,603**

DESCRIPTION OF DATABASE

Home healthcare is an alternative to long term hospital stays. These decision makers assign nurses and other staff to visit and treat the patient as well as counsel family members. They're also responsible for equipment delivery.

Data offers best results 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	4,840
Billing/Customer Svc/Pat Accts/Reimb/Ins Dir	1,487
Biomed Engineering/Maint/Facilities Dir	12
Business Office Manager	2,387
CFO/Controller/Accountant/Bookkeeper/Fiscal Svcs	839
Chief Pharmacist	33
Development Director	91
HR/Personnel/Training/Staff Development Dir	2,136
Marketing/PR/Community Relations Dir	548
Medical Dir/Chief of Staff/Medical Affairs	1,198
Med Records/Coding/Transcription Dir	559
Nursing Svcs Dir/Patient Care/Clinical Svcs	5,343
Pharmacy Svcs Director/Formulary	134
Purchasing/Materials Mgt/Med/Central Sup Dir	250
QA/Risk Mgt/Util Review Director	395
Sales Director	41
Site Administrator	6,161
Social Worker/Dir of Social Work	2,476
Staff Pharmacist	43
VP/COO/Asst Admin	726
Other	82
Total	29,603

AGENCY TYPES

Government/Regulatory	13
Infusion Therapy	3,034
Respiratory Therapy	559
Medical Equipment	639
Home Care Services	6,234
Hospice Services	1,469
Homemaker Service	1,264
Personal Care	4,817
Psychiatric/Mental Health	29
Other	1,070

MEDICARE CERTIFICATION

Yes	6,344
No	1,415

OWNERSHIP

Private	4,938
Chain	2,821

PHARMACIES

In-House	4,938
Contracted	2,821
Other/Referral	1,499

SITES

TOTAL 7,758

This card was updated on 7/18/08. 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 - \$75.00, Labels - \$15.00/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