

#### DESCRIPTION OF DATABASE

This is the database that began the SK&A tradition of highly accurate healthcare information. It is the largest and most complete U.S. hospital list in the industry. It contains names, job titles, multiple fax numbers, ownership/affiliation, number of beds and more. Despite a high yearly turnover in hospital staffs, this list remains up-to-date through SK&A's telephone-verification process.

**Offers excellent results for:** marketing and advertising for association membership drives, catalogs, CME programs, diagnostic equipment, gifts, healthcare products and equipment, software and hardware offers, hospital-marketing programs, publications, and recruitment and training programs, seminars and videos.

#### FUNCTION SELECTS

|                                  |        |                                  |       |
|----------------------------------|--------|----------------------------------|-------|
| Administrative Assistant         | 11,458 | Director of Medicare/Medicaid    | 259   |
| Administrator                    | 1,807  | Director of Neonatal Care        | 486   |
| Business Office Manager          | 3,311  | Director of Neurology Services   | 1,093 |
| Chairman of Formulary Committee  | 1,285  | Director of OB/GYN Services      | 3,084 |
| Chairman of the Board            | 3,754  | Director of Oncology Services    | 1,960 |
| Chief Executive Officer          | 4,100  | Director of Operating Room       | 2,507 |
| Chief Financial Officer          | 5,282  | Director of Orthopedic Surgery   | 1,581 |
| Chief Information Officer        | 3,564  | Director of Outpatient Services  | 758   |
| Chief of Infectious Diseases     | 1,824  | Director of Outreach Services    | 394   |
| Chief of Medical Staff           | 6,356  | Director of Pastoral Care        | 2,511 |
| Chief Operating Officer          | 3,064  | Director of Pathology Services   | 3,606 |
| Chief Privacy Officer            | 1,044  | Director of Patient Accounts     | 1,486 |
| Chief Resident/Residency Program | 403    | Director of Patient Education    | 514   |
| Controller                       | 1,927  | Director of Patient Relations    | 1,370 |
| Dir Materials Mgmt/Purchasing    | 4,895  | Director of Pediatric Services   | 2,357 |
| Dir Maternal Health Programs     | 1,757  | Director of Pharmacy Services    | 5,650 |
| Dir of Engineering/Maintenance   | 5,203  | Director of Physical Therapy     | 5,430 |
| Dir of Managed Care Contracts    | 743    | Director of Planning             | 1,119 |
| Dir Psych Partial Hospital Svcs  | 234    | Director of Psychology           | 3,138 |
| Director Audio Visual/Media Svcs | 360    | Director of Public Relations     | 1,695 |
| Director Central/Sterile Supply  | 944    | Director of Quality Improvement  | 3,787 |
| Director Dialysis/Hemodialysis   | 1,122  | Director of Radiology Services   | 7,457 |
| Director ICU/Coronary Care Unit  | 2,858  | Director of Respiratory Therapy  | 4,725 |
| Director Inservice Training/Ed   | 3,313  | Director of Risk Management      | 2,248 |
| Director Internal Medicine Svcs  | 3,136  | Director of Security Services    | 2,115 |
| Director of Admissions Svcs      | 2,909  | Director of Skilled Nursing Svcs | 693   |
| Director of Ambulance Services   | 526    | Director of Social Services      | 2,685 |
| Director of Ancillary Services   | 752    | Director of Substance Abuse      | 416   |
| Director of Anesthesiology       | 3,653  | Director of Support Services     | 659   |
| Director of Bio-Med Engineering  | 1,184  | Director of Surgery              | 5,548 |
| Director of Blood Bank           | 615    | Director of Telecommunications   | 852   |
| Director of Cardiology Services  | 2,137  | Director of Utilization Review   | 1,214 |
| Director of Case Management      | 1,845  | Director Patient Care/Nursing    | 6,229 |
| Director of Catheterization Lab  | 845    | Director Patient Transportation  | 528   |
| Director of Data Processing/MIS  | 1,116  | Director Physician Recruitment   | 1,282 |
| Director of Dentistry            | 1,043  | Director Volunteers/Auxiliary    | 3,149 |
| Director of Discharge Planning   | 411    | DRG/Coding Manager               | 332   |
| Director of Emergency Room       | 7,035  | Formulary Committee Member       | 15    |
| Director of Environmental Svcs   | 3,528  | Hospitalist                      | 1,249 |
| Director of Family Practice      | 1,837  | Manager of the Gift Shop         | 1,498 |
| Director of Food Services        | 5,311  | Medical Director                 | 3,414 |
| Director of Foundation           | 1,796  | Medical Librarian                | 1,177 |
| Director of Geriatric Programs   | 563    | Medical Staff Coordinator        | 4,416 |
| Director of Home Healthcare      | 1,531  | Miscellaneous                    | 7     |
| Director of Hospice Services     | 398    | Nurse Manager of Psych Unit      | 856   |
| Director of Human Resources      | 5,852  | Nurse Recruiter                  | 1,295 |
| Director of Infection Control    | 4,287  | Patient Safety Officer           | 631   |
| Director of Laboratory Services  | 4,759  | Point of Care Coordinator        | 32    |
| Director of Marketing Services   | 2,776  | President                        | 1,315 |
| Director of Medical Records      | 5,506  |                                  |       |

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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#### PRICING AND SELECTION

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|-----------------------------|---------------|
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| Title Selects               | \$10.00/M     |
| Phone Numbers               | \$55.00/M     |
| E-mails*                    |               |
| Fax Numbers                 | \$75.00/M     |
| Hospital Specialty          | \$10.00/M     |
| Ownership or Affiliation    | \$10.00/M     |
| Gender                      | \$10.00/M     |
| State/SCF                   | \$10.00/M     |
| Beds                        | \$10.00/M     |
| Key-Coding up to 8 Digits   | \$5.00/M      |
| Minimum Order (5,000 names) | \$500.00 flat |

\* Call for additional information.

#### 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](http://www.skainfo.com)