

### DESCRIPTION OF DATABASE

This file contains the business email addresses of hospital directors and managers in the SK&A Hospital Decision-Maker Database. Every email is matched to an active person at an active hospital site address. The hospital decision makers can be targeted by 99 unique job functions. Other selects include job title, gender, geography, hospital specialty type, bed counts, and phone and fax numbers. All email addresses are CAN-SPAM compliant, permissioned and business domains only. This email database is 100% telephone-verified every six months in the SK&A Research Center.

**Offers excellent results for:** introducing surgical equipment or medical supplies, recruiting job professionals, promoting CME and training programs, surveying department managers, offering catalogs and publications, promoting EMR/EHR software and technology, and more.

### FUNCTION SELECTS

Administrative Assistant	6,820	Director of Marketing Services	1,672
Administrator	934	Director of Medical Records	3,240
Business Office Manager	1,898	Director of Medicare/Medicaid	131
Administrative Assistant	6,820	Director of Neonatal Care	280
Administrator	934	Director of Neurology Services	571
Business Office Manager	1,898	Director of OB/GYN Services	1,453
Chairman of Formulary Committee	537	Director of Oncology Services	1,037
Chairman of the Board	1,055	Director of Operating Room	1,456
Chief Executive Officer	2,402	Director of Orthopedic Surgery	707
Chief Financial Officer	3,179	Director of Outpatient Services	454
Chief Information Officer	2,206	Director of Outreach Services	243
Chief of Infectious Diseases	869	Director of Pastoral Care	1,417
Chief of Medical Staff	2,768	Director of Pathology Services	1,914
Chief Operating Officer	1,811	Director of Patient Accounts	923
Chief Privacy Officer	688	Director of Patient Education	298
Chief Resident/Residency Program	199	Director of Patient Relations	827
Controller	1,195	Director of Pediatric Services	1,047
Dir Materials Mgmt/Purchasing	2,886	Director of Pharmacy Services	3,099
Dir Maternal Health Programs	1,061	Director of Physical Therapy	3,103
Dir of Engineering/Maintenance	3,003	Director of Planning	688
Dir of Managed Care Contracts	466	Director of Psychology	1,632
Dir Psych Partial Hospital Svs	125	Director of Public Relations	1,051
Director Audio Visual/Media Svs	238	Director of Quality Improvement	2,292
Director Central/Sterile Supply	568	Director of Radiology Services	4,003
Director Dialysis/Hemodialysis	589	Director of Respiratory Therapy	2,693
Director ICU/Coronary Care Unit	1,716	Director of Risk Management	1,379
Director Inservice Training/Ed	1,986	Director of Security Services	1,294
Director Internal Medicine Svs	1,372	Director of Skilled Nursing Svs	413
Director of Admissions Svs	1,627	Director of Social Services	1,500
Director of Ambulance Services	305	Director of Substance Abuse	198
Director of Ancillary Services	457	Director of Support Services	391
Director of Anesthesiology	1,737	Director of Surgery	2,642
Director of Bio-Med Engineering	709	Director of Telecommunications	536
Director of Blood Bank	382	Director of Utilization Review	681
Director of Cardiology Services	1,075	Director Patient Care/Nursing	3,596
Director of Case Management	1,060	Director Patient Transportation	298
Director of Catheterization Lab	473	Director Physician Recruitment	800
Director of Data Processing/MIS	677	Director Volunteers/Auxiliary	1,758
Director of Dentistry	456	DRG/Coding Manager	197
Director of Discharge Planning	234	Formulary Committee Member	5
Director of Emergency Room	3,807	Hospitalist	650
Director of Environmental Svs	1,979	Manager of the Gift Shop	716
Director of Family Practice	793	Medical Director	1,831
Director of Food Services	3,002	Medical Librarian	740
Director of Foundation	1,076	Medical Staff Coordinator	2,722
Director of Geriatric Programs	341	Miscellaneous	2
Director of Home Healthcare	928	Nurse Manager of Psych Unit	475
Director of Hospice Services	250	Nurse Recruiter	817
Director of Human Resources	3,525	Patient Safety Officer	375
Director of Infection Control	2,480	Point of Care Coordinator	15
Director of Laboratory Services	2,712	President	852

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

### PRICING AND SELECTION

Email Base Price	\$425/M
Phone Numbers	\$55/M
Fax Numbers	\$75/M
Min. Order (4,700 names)	\$2000
Set-up Fee	\$175/ea.
Personalization	\$150/ea.
Suppress Client File	\$300/ea.
Creative Conversion/Design	\$500 min.

### 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)