



DESCRIPTION OF DATABASE

Compiled across all SK&A healthcare professionals databases, this list includes management-level professionals who are involved with virtually every aspect of the "human resources" function within health care. These contacts have decision-making responsibility for the purchase of all manner of employee products and services.

List Source: 100% phone-verified.

Offers excellent results for: Awards, certificates, promotional products, educational programs, employee appreciation products, office supplies, promotions, training & development seminars & publications, travel & leisure.

FUNCTION SELECTS & SITE GROUPS

| | | | |
|---------------------------------------|--------|---------------------------------|---------------|
| Chain Pharmacy National | | Nursing/Nursing Care Svcs Dir | 6,263 |
| Headquarters | | Outreach Svcs/Community | |
| District Manager | 20 | Ed Dir | 509 |
| Human Resources Dir/VP107 | | Patient Ed/Health | |
| Marketing/Sales VP | 161 | Promotion Dir | 662 |
| | | Physician Recruitment Dir | 621 |
| | | Public/Community | |
| | | Relations Dir | |
| | | 2,039 | |
| Group Medical Practices and/or | | Integrated Health Care | |
| Surgicenter | | Organizations | 602 |
| Nursing Supervisor | 10,850 | Human Resources/Personnel Dir | 602 |
| Personnel Dir/Top Administrators | 16,789 | | |
| | | Nursing Homes | 26,358 |
| HMOs/PPOs | | Case Manager | 270 |
| 376 | | In-Service Education Dir | 4,474 |
| HR/Training/Personnel/ | | Nursing Services Dir | 16,962 |
| Staff Dev Dir | 398 | Personnel/Human | |
| Nursing Care Svcs/Dir of Nursing/ | | Resources Dir | 5,552 |
| Case Manager | 41 | | |
| | | Pharmaceutical Companies | 501 |
| Home Health Care | | Human Resources Dir | 441 |
| Organizations | | Market Research Dir | 31 |
| HR/Personnel/Training/ | | Professional Ed Coordinator | 17 |
| Staff Dev Dir | 1,972 | Sales Training Manager | 12 |
| Nursing Services Dir | 4,950 | | |
| | | Pharmacies | 2,469 |
| Hospitals | | Pharmacist/Pharmacy Owner | 2,469 |
| 27,467 | | | |
| Chief Resident/Residency Program | 438 | | |
| Fundraising/Foundation Dir | 1,204 | | |
| Home Health Care Dir | 1,547 | | |
| Human Resources/Personnel Dir | 5,962 | | |
| In-service Training/Staff Dev Dir | 2,956 | | |
| Med Staff Coordinator/ | | | |
| Med Ed Dir | 3,622 | | |
| Medical Librarian | 1,495 | | |
| Nurse Recruiter | 1,082 | | |

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
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PRICING AND SELECTION

| | |
|-----------------------------|---------------|
| Base Price | \$100.00/M |
| Title Selects | \$10.00/M |
| Phone Numbers | \$55.00/M |
| Site Type | \$10.00/M |
| Gender | \$10.00/M |
| State/SCF | \$10.00/M |
| Key-Coding up to 8 Digits | \$10.00/M |
| Minimum Order (5,000 names) | \$500.00 flat |

DELIVERY FORMATS

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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

Note: The specialty counts above include some duplication. Please call SK&A corporate office for net counts to avoid duplication.