



H.R., Hiring, Training & Recruiting Decision Makers In Healthcare

By SK&A: 98,773

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 healthcare. This database can segment contacts by job title, site type and gender. These contacts have decision-making responsibility for the purchase of all employee-related products and services.

Offers excellent results for: marketing and advertising for awards, certificates, promotional products, educational programs, employee appreciation products, office supplies, promotions, training and development seminars, publications and travel and leisure.

FUNCTION SELECTS & SITE GROUPS

Chain Pharmacy National		Nursing/Nursing Care Svcs Dir	6,229
Headquarters 296		Outreach Svcs/Community	
District Manager	10	Ed Dir	394
Human Resources Dir/VP107	163	Physician Recruitment Dir	1,282
Marketing/Sales VP	123	Patient Education Dir	514
		Public Relations Dir	1,695
Group Medical Practices and/or		Integrated Health Care	
Surgicenter 33,155		Organizations 648	
Nursing Supervisor	11,811	Human Resources/Personnel Dir	648
Personnel Dir/Top Administrators	21,344		
HMOs/PPOs 310		Nursing Homes 26,112	
HR/Training/Personnel/		Case Manager	235
Staff Dev Dir	277	In-Service Education Dir	3,385
Nursing Care Svcs/Dir of Nursing/		Nursing Services Dir	15,879
Case Manager	33	Personnel/Human	
		Resources Dir	6,613
Home Health Care		Pharmaceutical Companies 417	
Organizations 5,971		Human Resources Dir	379
HR/Personnel/Training/		Market Research Dir	20
Staff Dev Dir	1,454	Professional Ed Coordinator	8
Nursing Services Dir	4,517	Sales Training Manager	10
Hospitals 29,897		Pharmacies 1,967	
Chief Resident/Residency Program	403	Pharmacist/Pharmacy Owner	1,967
Fundraising/Foundation Dir	1,796		
Home Health Care Dir	1,531		
Human Resources/Personnel Dir	5,852		
In-service Training/Staff Dev Dir	3,313		
Med Staff Coordinator/			
Med Ed Dir	4,416		
Medical Librarian	1,177		
Nurse Recruiter	1,295		

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

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
- Updated Monthly
- Guaranteed 100% Deliverable

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

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