



Medical Education/ CME in Healthcare

By SK&A: 859,301

DESCRIPTION OF DATABASE

The healthcare community consists of highly educated professionals that continue to study and earn additional credits in their area of expertise. This group of professionals purchase educational materials, subscribe to healthcare publications and brochures and are in a position to attend seminars and recommend staff.

Offers excellent results for: awards, certificates, educational programs, employee appreciation supplies, office supplies, promotions, publications, seminars.

FUNCTION SELECTS

	QUANTITY
Medical Director	20,722
Nurse/Nurse Practitioner/Nursing Director/Physician Assistant/ Skilled Nursing	128,717
Personnel/Human Resources/Training/Staff Development/ Recruitment Director	39,227
Physician	573,345
Social Worker/Social Services/Discharge Planner	29,300
Case Manager	6,412
Department Chief/Director	33,980
Education	11,835
Outreach/Community Services/Patient Relations/Advocate	6,653
TOTAL	859,301

SELECTABLE BY THE FOLLOWING TYPES OF SITES

- Group Medical Practices and/or Surgicenters
- HMOs/PPOs
- Home Health Care Organizations
- Hospitals
- Integrated Health Care Organizations
- Nursing Homes
- Pharmacies
- Pharmaceutical Companies
- Chain Pharmacy National Headquarters 7

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 7/18/08. 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
Gender	\$10.00/M
State/SCF	\$10.00/M
Beds (Hospitals & Nursing Homes)	\$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