

## DESCRIPTION OF DATABASE

This database provides contacts for nurses in advanced-practice positions who perform physical exams and development assessment, treat common illnesses and coordinate patient healthcare needs. These nurse practitioners can also prescribe in all 50 states and the District of Columbia. Reach highly educated, busy nurse practitioners involved in all the aspects of patient care in physician offices and hospitals by referring to this file. The list can be segmented by almost 100 practice specialties, job titles and more.

**Offers excellent results for:** marketing and advertising for pharmaceuticals, continuing education programs, recruitment services, patient compliance programs, medical equipment and supplies, office needs, or publication subscriptions; building early relationships with prescribers; and market planning and analysis.

**\*\*see also Physician Assistants card or combine with Physician Assistants to complete your market area and capture all names by specialty\*\***

## SPECIALTY SELECTIONS

Acupuncturist	38	Obstetrician/Gynecologist	6,336
Addiction Medicine	69	Occupational Medicine Spec	603
Adolescent Medicine	922	Orthopedic Foot & Ankle	139
Aerospace Medicine	7	Oncologist/Hematologist	1,396
Allergist/Immunologist	912	Oncologist	262
Allergist	506	Ophthalmologist	1,074
Anesthesiologist	662	Optometrist	675
Bariatrician	58	Orthopedic Reconstructive Sgn	33
Cardiologist	2,916	Orthopedic Surgeon	1,574
Critical Care Specialist	271	Orthopedic Spine Surgeon	204
Child Neurology	233	Other	24
Child Psychiatrist	213	Otolaryngologist	1,173
Chiropractor	196	Pain Management Specialist	462
Colon/Rectal Surgeon	138	Pulmonary Critical Care	240
Diabetes Specialist	252	Pediatric Critical Care	64
Dermatologist	1,467	Pediatric Cardiology	302
Dermatopathology	14	Pediatric Endocrinology	247
Dentist/Oral Surgeon	308	Pediatric Pulmonology	173
Osteopathic Physician	27	Pediatric Surgeon	179
Diagnostic Radiologist	296	Pediatrician	6,888
Emergency Medicine Specialist	563	Pediatric Gastroenterology	247
Endocrinologist	1,144	Physical Medicine/Rehab Spec	592
Family Practitioner	11,947	Pediatric Hematology/Oncology	206
Gastroenterologist	1,831	Plastic Surgeon	566
Genetics Specialist	150	Podiatrist	1,168
Geriatrician	675	Psychologist	992
General Practitioner	801	Psychiatrist	2,137
General Surgeon	1,907	Pathologist	303
Preventive Medicine Specialist	47	Pulmonologist	1,197
Gynecologist	1,216	Radiologist	472
Gynecologic Oncologist	181	Radiation Oncologist	249
Hand Surgeon	300	Reproductive Endocrinology	226
Hematologist	138	Rheumatologist	1,082
Hepatologist	116	Sleep Medicine	244
Head & Neck Surgery	562	Sport Medicine Specialist	625
Holistic Medicine	34	Thoracic Surgeon	534
Immunologist	32	Transplant Surgeon	77
Internal Medicine/Pediatrics	430	Trauma Surgeon	91
Infectious Disease Specialist	852	Urgent Care Specialist	559
Internist	7,471	Urologist	1,364
Neonatologist	503	Vascular Surgeon	614
Nephrologist	1,051	Vascular & Interventional Rad	18
Neuroradiology Specialist	24	Unknown Specialty	18
Neurologist	1,321		
Neurosurgeon	506		
Nuclear Medicine Specialist	119		

**This card was updated on 2/12/10.** For more information call SK&A directly at:

**Corporate Office**

**Irvine, CA: (800) 752-5478**

Brokers Welcome

- **100% Office Addresses available**

## 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
State/SCF	\$10.00/M
Key-coding up to 8 digits	\$5.00/M

## 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)