

DESCRIPTION OF DATABASE

This list contains preselected supervisory and managerial personnel within nursing departments. They work closely with doctors, have an increasing amount of decision-making responsibility and enforce policies and procedures for nursing staffs. The database can be segmented by specialty, organization type and job title.

Offers excellent results for: marketing and advertising for association memberships, food services, healthcare products, incontinence supplies, legal compliance and regulations, nursing supplies, sanitation supplies, continuing education seminars, uniforms, wheelchairs and walkers.

FUNCTION SELECTS AND SITE GROUPS

Hospitals		Physical/Occup Therapy	
Anesthesiology Chief/Director	4,945	/Rehab Dir	6,121
Auxiliary/Volunteer Svcs Dir	4,519	Psych Partial Hosp Svcs Director	1,085
Cardiology Chief/Director	3,973	Psychiatry/Psychology Chief/Dir	3,854
Case Management Director	5,437	Radiology/Med Imaging Chief/Dir	8,072
Chemical/Substance Abuse Director	1,360	Respiratory Therapy/ Cardiopulmonary Dir	5,945
Dialysis/Hemodialysis Director	1,730	Skilled Nursing	1,699
Emergency Room Director	8,558	Surgery Chief/Director	8,797
Family Practice Chief/Dir	2,888	Social Svcs	5,312
Geriatric Programs Director	1,611		
Home Health Care Director	2,066	Group Medical Practices and/or	
Hospice Services Director	1,594	Surgicenters	
Infection Control Director	5,797	Nurse	5,443
In-service Train/Staff Dev	5,230	Nurse Practitioner	65,092
Intensive/Coronary Care Unit Dir	4,062	Nursing Director	12,563
Internal Med Chief/Director	3,645	Social Worker	10,363
Maternal Health Programs Dir	2,861	Nursing Homes	
Neonatal Care Director	2,745	Activities/Recreation Director	15,124
Neurology Chief/Director	2,381	Case Manager	267
Nurse Manager of Psych Unit	1,536	In-service Education Director	3,655
Nurse Recruiter	3,412	Nursing Services Director	16,813
Nursing/Nursing Care Svcs Dir	6,584	Social Services Director	11,331
OB/GYN/Women's Health Dir	5,292	Home Health Care Organizations	
Oncology Chief/Dir	3,240	Nursing Services Director	4,891
OR Supervisor	4,258	Social Worker	1,970
Ortho Surgery Chief/Director	3,026		
Outpatient/Ambulatory Care Svcs Director	3,978	HMOs/PPOs	
Outreach Svcs/Community Ed Dir	2,686	Health Services Director	46
Patient Ed/Hlth Prom Director	4,575	Managed Care Director	34
Patient Relations Rep/Advocate	3,369	Provider Relations Director	174
Pediatrics Chief/Director	4,155	Nursing Care Srv/Dir of Nursing	3

This card was updated on 12/2/11. For more information call SK&A directly at:

Corporate Office

Irvine, CA: (800) 752-5478

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Beds (Hospitals & Nursing Homes)	\$10.00/M
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Organization Type	\$10.00/M
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