

DESCRIPTION OF DATABASE

With an increasingly aging population, more people are moving into nursing homes, making this a significant healthcare market. All the people in this database are management decision makers responsible for specifying and authorizing purchases. Every manager is listed by name and title, and selects are available for the number of beds, phone numbers, profit type, ownership type and more.

Offers excellent results for: marketing and advertising for association memberships, food services, group activities, incontinence supplies, mobility products, nursing supplies, sanitation products, training seminars and uniforms.

FUNCTION SELECTS

QUANTITY

Activities/Recreation Director	17,751
Administrative Assist/Secretary	3,510
Administrator	21,261
Assistant Administrator	5,607
Bookkeeper/CFO	9,754
Business Office Manager	1,461
Case Manager	11,930
CEO/President	4,855
Chief Purchasing Officer	33,607
Dir Marketing/Public Relations	3,744
Dir of Housekeeping/Facilities	267
Director In-Service Education	2,536
Director of Admissions	21,735
Director of Food Services	14,732
Director of Medical Records	11,331
Director of Nursing Services	7,365
Director of Personnel	3,655
Director of Physical Therapy	416
Director of Quality Assurance	13,462
Director of Social Services	8,828
Medical Director	7
Medicare Coordinator	16,814
Minimum Data Set Coordinator	6,637
Miscellaneous	530
Pharmacy Manager	695

PROFIT TYPES

For Profit	13,034
Non-Profit	6,618

SITE TYPES

Adult Day Care	95
Alzheimers Care	184
Assisted Living	2,480
Board and Care	231
Develop. Disabled/Intermediate Care for Mentally Retarded	1,142
Hospice	69
Intermediate Care	761
Nursing Facility	88
Personal Care	344
Rehabilitation	119
Retired Living/Residential Living	1,096
Skilled Nursing	13,044

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
- Source: 100% Phone-Verified
- Updated Annually

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
Ownership	\$10.00/M
Beds	\$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