

## DESCRIPTION OF DATABASE

Most of the contacts in this database are in advanced-practice positions and perform physical exams and developmental assessment, treat common illnesses and coordinate patient healthcare needs. Nurse practitioners and physician assistants are also licensed prescribers. This list can be segmented by specialty, organization type and more.

**Offers excellent results for:** marketing and advertising for continuing education programs, recruiting, journal subscriptions, medical supplies, uniforms and attire, patient compliance programs and pharmaceuticals.

## NURSE SPECIALTY COUNTS

Addiction Medicine	73	Neurological Surgery	1,089
Adolescent Medicine	25	Neurology	1,248
Aerospace Medicine	10	Nuclear Medicine	17
Allergy/Immunology	2,115	Obstetrics/Gynecology	10,734
Anesthesiology	1,980	Occupational Medicine	847
Bariatrician	69	Oncology/Hematology	3,595
Cardiology	5,246	Ophthalmology	943
Colon-Rectal Surgery	130	Orthopedic Surgery	2,305
Critical Care Med	60	Osteopathic Manipulation	13
Dentist/Oral Surgeon	2	Other Specified	388
Dermatology	3,435	Otolaryngology	856
Dialysis	822	Pain Management Specialist	507
Emergency Medicine	2,173	Pathology	147
Endocrinology	817	Pediatrics	8,206
Family Practice	25,463	Physical Medicine/Rehab	525
Forensic Psychiatry	4	Plastic Surgery	2,434
Gastroenterology	2,633	Podiatry	506
General Practice	1,266	Psychiatry	4,139
General Preventative Medicine	36	Pulmonology	656
General Surgery	1,907	Radiology	1,291
Genetic Specialist	49	Rheumatology	623
Geriatric Medicine	297	Sleep Medicine Specialist	63
Gynecologic Oncology	211	Sports Medicine	14
Head & Neck Surgery	4	Thoracic Surgery	954
Holistic Medicine	26	Transplant Surgery	128
Infectious Disease	553	Trauma Surgery	28
Internal Medicine	9,099	Urology	2,373
Internal Medicine/Pediatrics	309	Vascular & Interventional	14
Multi Specialty	35,216	Vascular Surgery	356
Nephrology	1,135		

This card was updated on 6/10/10. 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
Specialty	\$10.00/M
Organization Type	\$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](http://www.skainfo.com)