

#### DESCRIPTION OF DATABASE

This list of physician medical practices and freestanding surgicenters is the country's largest and most accurate of its kind. The evolution of managed care has contributed to extensive consolidation, particularly among physician offices, and SK&A is the only information source to keep pace with this change. SK&A's six-month telephone verification procedure and daily updates captures all changes, identifying practices based on the number of physicians. We also determine both the physician and his or her top administration—all by name, specialty and job title and responsibility. Most often, major purchasing decisions are made by top administration.

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

#### FUNCTION SELECTIONS

FUNCTION SELECTIONS	QUANTITY
Administrator/President/CEO/COO	26,779
Audiologist	2,178
Business Mgr/Office Mgr	156,207
Chief Financial Officer	1,689
Chief Information Officer	360
Insurance/Billing Supervisor	8,254
Laboratory Supervisor	1,476
Marketing Director	370
Medical Assistant	49,202
Medical Director	15,151
Medical Record Supervisor	1,936
Nurse	2,922
Nurse Practitioner	54,385
Nursing Director	11,435
Personnel Director	1,839
Pharmacist	261
Physical Therapist	2,812
Physician Assistant	42,186
Physician	643,457
Purchasing Manager	358
Quality Assurance Director	151
Radiology/X-ray Supervisor	524
Radiology Technologists/X-ray	2,798
Registered Dietitian	640
Receptionist/Secretary	51,120
Social Worker	7,908
Technician	7,801
Other	240
<b>TOTAL</b>	<b>1,161,606</b>

#### NUMBER OF PHYSICIAN OFFICES BY SIZE

Group Practicing Setting	38,005
Partnership Practicing Setting	24,706
Solo Practicing Setting	78,605
Surgicenters	88,740

*Note: The specialty counts above may include some duplication. Please call SK&A corporate office for net counts to avoid duplication.*

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

- Available by Name & Title
- Updated Daily
- Guaranteed 100% Deliverable

#### PRICING AND SELECTION

Base Price	\$100.00/M
Title Selects	\$10.00/M
Phone Numbers	\$55.00/M
Fax Numbers	\$75.00/M
Gender	\$10.00/M
Physician or Practice Specialty	\$10.00/M
Number of Physicians	\$10.00/M
State/SCF	\$10.00/M
Physician License Number	\$30.00/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)