

DESCRIPTION OF DATABASE

Healthcare industry journals report daily on the dynamic changes in pharmacy ownership. To keep pace with this ever-changing market, SK&A database researchers continually call every pharmacy in the U.S. We've developed the country's most comprehensive list of names and job titles of all levels of pharmacists at all types of pharmacies. Whether they're independent pharmacies, multi-store chains or institutions, we'll tell you who the decision makers are at each level. We can even provide prescription volume information.

Offers excellent results for: marketing and advertising for financial offerings, greeting cards, health and beauty aids, new drugs, new indications, pharmaceutical products, pharmacy education, point-of-purchase items and displays, recalls and warnings, seasonal gifts and seminars.

TYPE OF PHARMACY	SITES	PHARMACISTS
RETAIL TOTALS	55,351	126,434
Independent	16,050	35,290
Chain	38,368	88,172
INSTITUTIONAL TOTALS	12,003	55,260
Hospital	6,123	37,828
Nursing Home	1,844	5,341
Home Infusion	1,081	3,035
HMO	642	2,823
Gov/Mil/Clinic/Other	1,475	3,396

"Other" pharmacy sites include: mail order, nuclear, university, & prison

Total Retail & Institutional 67,354 181,694

Chains stores selectable by 4, 5 or more stores (pharmacies) in the chain.

FUNCTION SELECTS	RETAIL	INSTITUTIONAL	QUANTITY
Assistant/Associate Dir	539	428	967
Chief Pharmacists	12,408	6,533	18,941
Clinical Pharmacists	3,063	3,117	6,108
Consulting Pharmacist	89	131	220
Managers/Supervisors	41,423	5,816	47,239
Staff Pharmacists	100,460	55,240	155,700

MONTHLY PRESCRIPTION VOLUME

1 - 999	1,104	5,000 - 7,499	11,255
1,000 - 2,499	9,373	7,500 - 9,999	6,309
2,500 - 4,999	26,275	10,00 and over	8,651

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
- Updated Monthly
- 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
Sites Only (No names)	\$70.00/M
Gender	\$10.00/M
State/SCF	\$10.00/M
Retail/Institutional	\$10.00/M
Chain/Independent	\$10.00/M
Institution Type	\$10.00/M
Number of Stores in Chain	\$10.00/M
Prescription Volume	\$20.00/M
Key-Coding up to 8 Digits	\$5.00/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