



## NEWS RELEASE

### **SK&A Announces Database of Nurse Email Addresses**

**IRVINE, CA-November 4, 2008** - SK&A Information Services, a leading provider of healthcare information solutions and research, today announced the availability of a database of Nurse Email Addresses, featuring home email accounts and national postal addresses. "After careful analysis and compilation of the data available to us from many industry sources, we are now able to offer this file of opt-in email addresses to marketers who need to reach nurse decision makers," said Mike Green, VP of Data, Products and Research for SK&A. [View data card of Nurse Email Addresses](#)

#### **Nurse Email Addresses, by SK&A**

**Description:** This file contains the name and home email addresses of Registered Nurses, Licenses Practical Nurses and Nurse Assistants who work in hospitals and medical practices. They are involved in general and family practice, pediatric medicine and many other practice specialties. They have elected to receive third-party email marketing from partnered sites. These nurses can be targeted by job specialty, geography and year of license issue date. Additionally, the nurses are selectable by many leisure/lifestyle enhancements such as gender, income, ethnicity, home ownership, presence of children, and more. All records have a matching postal address available. Suggested uses include job recruiting, event and symposia planning, practice software, medical equipment, office needs, uniforms, and catalogs and publications.

**Selects:** 886,000 name universe, specialty, geography, and lifestyle enhancements. Inquire about postal address.

**Source:** Multiple compilations of data currently under license to SK&A.

**Base Price:** \$250/M; matching postal address \$75/M

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[View data card of Nurse Email Addresses](#)

About SK&A Information Services, Inc.

SK&A is a leading provider of healthcare information solutions and databases. SK&A researches and maintains contact and profiling information for over 2 million healthcare practitioners, including 830,000 prescribers. SK&A's customers include many of America's most recognized healthcare and pharmaceutical institutions. Based in Irvine, Calif., the company was founded 26 years ago by Stuart Krasney.

Please visit [www.skainfo.com](http://www.skainfo.com) for more information or [www.skalivecounts.com](http://www.skalivecounts.com) for counts and ordering.

**SK&A Information Services, Inc. *Since 1982***

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