

## A+ HEALTH CARE ADMINISTRATION RESPONDERS

A+ Health Care Administration Responders is a response file of health care management professionals never before available to cooperative databases. These individuals must keep pace with current health care industry programs, and are actively seeking products and services to assist them in staying current on the latest issues in employee rights, legal issues, environmental compliance, patient care and more. The men and women in this list are buyers of products and services such as: business journal subscriptions, employee back safety programs, health and safety supplies, premium & incentive catalogs, continuing education seminars, just to name a few. Select by title, function and company size to further target your desired audience. 100% phones and email also available. This file updates monthly.

### Total Database - 132,851

Available Selects - \$5/M

|                                       | <u>Postal</u> |
|---------------------------------------|---------------|
| Care Managers                         | 6,034         |
| Health Care Administration Executives | 21,379        |
| Hospital Chief Financial Officers     | 5,569         |
| Managed Care Directors                | 6,129         |
| Marketing Directors/Managers          | 9,749         |
| Medical Coding Supervisors/Managers   | 10,736        |
| MIS Directors                         | 2,787         |
| Nursing Home Administrators           | 17,421        |
| Pharmacists                           | 48,314        |
| Pharmacy Directors                    | 4,733         |

### Terms and Pricing

|               |        |                         |        |               |       |
|---------------|--------|-------------------------|--------|---------------|-------|
| List Rental   | \$95/M | Telephone Numbers       | \$35/M | Title Select  | \$5/M |
| Minimum Order | 3,000  | Recency Select (3 mos)  | \$20/M | Employee Size | \$5/M |
| Email/FTP     | \$50   | Recency Select (6 mos)  | \$15/M | Geo Select    | \$5/M |
| Key coding    | \$5/M  | Recency Select (12 mos) | \$10/M | Gender Select | \$5/M |

Please email or call for email campaign pricing

*Brokers Welcome*