

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

2300A

HOSPITAL RESPONDERS

This database of responders was assembled from the response lists of several direct marketers. Includes selections from over 40 different hospital departments.

Total Database -81,229

Available Selects \$5/M

Hospital Administrator	3,430	Medical Affairs Director	4,055
Anesthesiology Director	1,328	Medical Library	875
Biomedical Engineering Director	575	Nursing Services Director	3,199
Business Development Director	586	OB/GYN Director	1,310
Cardiology/Cardiovascular Dir.	735	Occupational Therapy Dir.	811
Central Supply Director	1,416	OR Supervising Nurse	2,744
Chief Financial Officer	2,376	Orthopedic Surgery Chief	867
Chief of Medicine	1,020	Pathology Chief	1,216
Chief of Staff	1,715	Pediatrics Director	1,023
Discharge Planner	655	Pharmacy Director	3,193
Emergency Services Director	2,399	Physical Therapy Director	2,379
Food and Nutrition Service Dir.	3,244	Purchasing/Materials Mgmt.	3,165
Home Health Director	2,681	Quality Assurance Director	1,891
Hospital Relations/Volunteer Dir.	515	Radiology/Diag. Imaging Dir.	3,133
Housekeeping Services Director	2,310	Respiratory Therapy Dir.	2,011
Human Resources Director	2,572	Risk Manager	1,249
ICU Director	1,485	Security Services Director	2,415
In-Service Education Director	1,523	Surgery Chief	2,119
Infection Control Director	2,875	Urology Director	499
Laboratory Services Director	2,751	Social Services Dir.	1,315
Managed Care Director	815	Admissions/Outpatient Dir.	2,091
Marketing Director	1,647	Public Relations Dir.	1,123

Terms and Pricing

List Rental	\$90/M	Recency Select (3 mos)	\$20/M	Gender Select	\$5/M
Minimum Order	3000	Recency Select (6 mos)	\$15/M	Geographic Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Age/Income Select	\$5/M
Email	\$50	Telephones	\$35/M	Key Coding	\$5/M

Brokers Welcome

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