

## MANAGED CARE EXECUTIVES & PROGRAMS

These HMO/PPO professional responders include executives and managers, group practice, private sector, consultants as well as insurance companies. The HMO/PPO professional responder's role in healthcare provides the patient the choice to monitor their out of pocket costs as well as the ability to select the physicians they see depending on each persons special needs. Target these HMO/PPO professional responders for your health information, practice promotion, software, office supplies, stationary, printing, financial, investment, and subscription offers. You may also select by title, job function or type of institution. This file is updated quarterly.

### Total Database - 31,577

Available Selects \$5/M

|                                   |       |
|-----------------------------------|-------|
| Admin/Business Office Managers    | 3,681 |
| DRG/Medical Records               | 3,755 |
| Group Practice Administrators     | 2,190 |
| Managed Care Executives           | 5,937 |
| Case managers                     | 3,550 |
| Marketing Directors               | 1,541 |
| Risk Management/Quality Assurance | 3,444 |
| Medical Records Directors         | 4,777 |
| Medical Libraries                 | 941   |
| HMO/PPO Chief Administrators      | 1,767 |

### 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*