

Healthcare Insights Hospital Personnel Postal

Published by SmartSource Media, LLC, Healthcare Insights Hospital Personnel Database offers direct coverage to key Hospital decision makers and other key purchasing influencers. All of which play a major role in procuring products and services to help improve the overall quality of healthcare services in the US. Call your representative today for updated counts and pricing. Data licensing agreements are available to qualified mailers only. Tests are also welcome.

SEGMENTS

382,315	Total Universe / Universe Rate	\$95.00/M
325,189	*Email Addresses	+ \$300.00/M
382,315	Total Personnel	\$95.00/M

MEDIA TYPE

Business



SOURCE

Multi Sourced, Multi-Sourced

GEOGRAPHY

USA

MAINTENANCE

Market Entry	02/25/2009
New to Manager	01/29/2009
Counts Through	07/10/2014

DATA CARD MAINTENANCE

New To System	02/26/2009
Last Update	07/10/2014
Next Update	12/31/2014
Update Frequency	QUARTERLY

DESCRIPTION

This file is a must have for healthcare marketers who have purchased the AHA file in the past. Continuously telephone verified and updated throughout the year, this elite healthcare file offers mailers accurate deliverability and connectivity ensuring your message reaches its intended audience.

Counts are subject to change with each update.

Hospital Personnel	Postal	Hospital Personnel	Postal
Ambulatory Services Director	3,450	Medical Library Director	3,365
Anesthesiology, Chief of	3,143	Medical Records, Director	6,045
Biomedical Engineer	4,099	Medical Staff, Chief of	5,970
Blood Banking Director	3,570	Neonatal Care Director	1,482
Business Office Director	5,203	Neurosurgery, Chief of	938
Cardiac Cath, Lab Director	1,805	Nuclear Medicine Director	4,005
Cardiology Director	2,268	Nursing Director	6,501
Case Management Director	5,541	OB/GYN, Chief of	2,795
Central Supply Services Director	5,401	OB/GYN Surgery Director	2,007
Central/Sterile, Sr., Director of	4,132	Occupational Therapy Director	4,936
Chemical/Substance Abuse Dir.	1,267	Oncology Services Director	1,612
Chief Administrator	6,770	Operating Room Director	4,279
Chief Executive Officer	6,131	Orthopedic Surgery, Chief of	1,834
Chief Financial Officer	5,711	P & T Committee Chair	3,018
Chief Information Officer	4,671	Pastoral Care Director	3,148
Chief Operations Officer	4,064	Patient Education Director	4,870
Clinical Coordinator of Emergency Room	4,300	Patient Financial Services Dir.	3,485
Continuing Education Dir	960	Patient Services Director	4,300
Discharge Planning Director	5,270	Pediatrics, Chief of	2,496
DRG Coding, Director of	4,865	Pharmacy Director	5,840

Facility/Plant Manager	5,782	Physical Rehab Services Director	5,146
Family Practice, Director of	2,005	Physical Therapy Director	5,260
Food Services Director	5,855	Physician Director of ER	4,295
Formulary Committee Chairman	1,995	Physician Recruiter	3,789
Gastroenterology, Director of	1,215	Psychiatric Services, Director of	2,508
Geriatric Services, Director of	1,159	Purchasing Director	5,757
HIPAA Compliance Director	5,652	Quality Assurance Director	5,834
Home Healthcare, Director of	2,048	Rad/Diagnostic, Imaging Dir	4,878
Hospitalist	1,025	Radiology, Chief of	3,647
Housekeeping Director	5,815	Radiology Director	5,223
Human Resources Director	6,085	Respiratory Therapy Director	4,685
In-Service Education Director	5,294	Risk Management Director	5,789
Infection Control Director	5,974	Safety Director	5,922
Infectious Disease Director	5,692	Security Director	5,775
Information Systems/MIS Dir	4,996	Social Services Director	5,328
Intensive Care/Critical Care Dir.	3,664	Staff Development Director	4,259
Internal Medicine, Chief of	2,857	Surgery, Chief of	3,875
Laboratory Director	5,180	Surgery Services Dir.	2,382
Managed Care Services Director	3,148	Telemedicine Director	603
Management Services, Dir. Of	1,399	Urology, Chief of	1,395
Marketing Director	5,015	Women's Health Srv. Director	2,278
Materials Management Director	5,817		
Medical Director	4,527		

SELECTS

Bed Size	\$20.00/M
COUNTY	\$15.00/M
Employee Size	\$20.00/M
FAX NUMBERS	\$65.00/M
JOB FUNCTION/TITLE	\$20.00/M
PHONE NUMBER	\$35.00/M
SCF	\$15.00/M
STATE	\$15.00/M
ZIP	\$15.00/M
*Email Transmission	\$100.00/M
*Email Set Up	\$150.00/F
*Email Suppression	\$150.00/F
Hospital Personnel	

GENDER

Male	30%
Female	70%

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$475.00

NET NAME ARRANGEMENTS

Net Name is not allowed

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION

Charges	\$150.00/F
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KEY CODING

Key Coding is available	
Charges	\$5.00/M

ADDRESSING

EMAIL DELIVERY	\$55.00/F
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SPECIAL INSTRUCTIONS

List rental is for one time use unless specified otherwise. Cancellations will not be accepted after file delivery. Merge/purge deductions are not permitted. Data licensing and quarterly updates are available. Prepayment is required.

