

## Healthcare Insights Hospital Personnel C-Suite Executives

Published by SmartSource Media, LLC, Healthcare Insights Hospital Personnel C-Suite Executive offers direct coverage to high level hospital decision makers. Target CEO'S, CFO'S, COO's, Chief Administrators, Chief Information Officers, Chief of Medical Staff, Medical Directors and Medical Library Directors who are respondent to many different types of direct marketing offers. These highly responsive executives are responsible for maintaining and operating all hospitals across America.



### ID NUMBERS

<b>Manager ID</b>	<b>282495</b>
<b>NextMark ID</b>	<b>357022</b>
<b>mIn ID</b>	
<b>SRDS ID</b>	

### MEDIA TYPE

**Business** 

### SOURCE

Multi Sourced, Compiled lists, Multi-Sourced

### GEOGRAPHY

USA

### OPT-IN

Opt-in

### MAINTENANCE

Market Entry	<b>02/25/2009</b>
New to Manager	<b>01/29/2009</b>
Counts Through	<b>12/02/2019</b>

### DATA CARD MAINTENANCE

New To System	<b>02/17/2010</b>
"New to System" Announcement	<b>02/18/2010</b>
Last Update	<b>12/06/2019</b>
Next Update	<b>06/15/2020</b>
Update Frequency	<b>SEMIANNUALLY</b>

### SEGMENTS

18,125 Total Universe / Universe Rate	\$125.00/M
18,125 Postal Records US Only	+ \$125.00/M

### DESCRIPTION

Prepayment is required for most orders. Credit approved upon review.

CEO	1,870
CFO	3,080
COO	1,795
Chief Administrator	2,049
Chief Information Officer	2,638
Chief of Medical Staff	2,215
Medical Director	1,658
Medical Library Director	1,519

Counts are subject to change

Additional Titles Available Upon Request

### SELECTS

Bed Size	<b>\$20.00/M</b>
COUNTY	<b>\$15.00/M</b>
Employee Size	<b>\$20.00/M</b>
JOB FUNCTION/TITLE	<b>\$20.00/M</b>
Rush Fee	<b>\$150.00/F</b>
SCF	<b>\$15.00/M</b>
STATE	<b>\$15.00/M</b>

### AVERAGE INCOME

Value	<b>not available</b>
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### MINIMUM ORDER

Minimum Quantity	<b>3,000</b>
Minimum Price	<b>\$1,500.00</b>

### COMMISSIONS

ZIP **\$15.00/M** Broker **20%**  
 Agency **Info not Available**

**MANAGER**  
**SmartSource Media**

**NET NAME ARRANGEMENTS**  
**Net Name is not allowed**

**GENDER**  
 Male **50%**  
 Female **50%**

**EXCHANGES**  
**Exchange is not allowed**

**REUSE**  
**Reuse is allowed**  
 Minimum Quantity **0**  
 Run Charge

**CANCELLATION**  
 Charges **\$500.00/F**

**CANCELLATION INSTRUCTIONS**  
 Cancellations prior to delivery are subject to \$250 cancellation fee. Cancellations after delivery are not accepted. Deductions from merge purge are also not permitted. Prepayment may be required.

**KEY CODING**  
**Key Coding is available**  
 Charges **\$5.00/M**

**ADDRESSING**  
 EMAIL DELIVERY **\$55.00/F**  
 NCOA-CASS **\$25.00/F**  
 FTP **\$55.00/F**

**SPECIAL INSTRUCTIONS**  
 List rental is for 1X use only unless specified otherwise at the time of ordering. All lists must be destroyed after their intended use. Prepayment may be required.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
★ Customer Care Team null SmartSource Media	Ordering & Counts	customercare@smartsourcemediacom	(603) 926-2660	(603) 601-0348

★ = Primary contact