



COMPLETE MEDICAL'S NURSING HOMES AND EXECUTIVES – 221,439

This database is one of the most complete listings of Nursing Homes and their Executives. These residences provide health and recuperative care for the elderly. The locations are staffed by highly trained medical professionals.

The ability to reach the right person with your targeted offer is an essential part of your mail campaign and this file allows you to deliver your message with confidence. They are an excellent target audience for non durable goods, uniforms, educational offers and much more.

See why Complete Medical Lists is *the* source for Alzheimer's Treatment Facilities:

- NCOA'd every six weeks and again the day your file ships... guaranteed!
- 100% Telephone coverage... guaranteed!

Key Segments

16,675	Total Nursing Homes	\$95.00 /M
221,439	Total Nursing Home Executives (by job title)	+5.00 /M
221,439	Telephone Numbers	+\$15.00/M
220,845	Fax Numbers	+\$75.00/M

Segment Profile

Nursing Homes and Executives are selectable by job title, facility/service type, number of beds, ownership type, telephone numbers and fax numbers.

Additional Segments

By Job Function		+5.00/M
15,537	Activities Director	13,950 In-Service Education Director
14,038	Admissions Director	10,397 Marketing/Public Relations Dir
1,125	Alzheimer's Services Director	15,632 Medical Director
13,645	Business Office Manager	13,205 Medical Records Director
1,230	CEO/President	15,753 Nursing Services Director
15,880	Chief Administrator	11,508 Personnel Director
5,726	Chief Financial Officer	7,440 Physical Therapy Director
7,232	Chief Purchasing Officer	2,182 Quality Control Director
14,572	Food Services Director	7,425 Rehabilitation Director
9,792	HIPAA Compliance Director	15,071 Social Services Director
14,000	Housekeeping Director	

By Facility/Service Type		+10.00/M
6,689	Alzheimer's Patient Care Services	956 Independent Living Units
2,760	Assisted Living Departments	12,618 Intergenerational Services
6,542	Bilingual Services	94 Mentally Disabled Services
2,323	Congregate Care Services	14,817 Physical Therapy Department
1,645	Continuing Care Services	15,859 Rehabilitation Services
615	Freestanding Assisted Living Facility	15,553 Skilled Nursing Services
129	HIV Units	11,541 Subacute Care Units



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By Bed Size		+5.00/M	
1,856	<50	1,311	200-399
1,456	50-99	659	400+
1,478	100-199	447	Unknown
By Owner Type		+5.00/M	
553	Catholic	12	Federal Government, Air Force
641	Church Operated, not for Profit	24	Federal Government, Army
120	City Government	14	Federal Government, Navy
1,197	Corp, Investor, Owned, for Profit	4	Federal Government, other
439	County Government	557	Hospital District or Authority
5	Federal Gov, Dept of Justice	25	Individual, Investor Owned, for Profit
31	Federal Gov, Native American Public Health Service	2,798	Other, not for Profit
7	Federal Gov, Public Health Service	214	Partnership, Investor Owned, for Profit
155	Federal Gov, Veterans Administration	351	State Government

Selection Charges

Base Minimum	5,000 Names	Training Accreditation	\$5/M	Key Code	\$2/M
Job Function	\$5/M	Bed Type	\$5/M	Email/FTP	\$25/F
Phone Numbers	\$15/M	Bed Size	\$5/M	Diskette	\$25/F
Fax Numbers	\$75/M	SCF/Zip Code	\$2/M	CD Rom	\$25/F
Facility Type	\$5/M	P/S Labels	\$8/M	Mag Tape	\$25/F

Commissions

Broker: 20%

Cancellations

Charges: \$8/M, \$50 Minimum

Net Name

Net: 85%
Min. Qty: 50,000
Run Charges: \$10/M

Terms & Conditions

Allow 1-3 working days to process order. Payment due 30 days from mail date. Cancellations after mail date are fully due. Net name arrangements negotiable. 20% commission to authorized brokers on base rate. Unlimited usage, 2x base/minimum plus selection and output material charges.

Contacts

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