

ZENITH MAILING LIST COMPANY

SERVING YOU FOR OVER 10 YEARS

HEALTH CARE MANAGEMENT & ADMINISTRATION

ZENITH #1013

MIN #19840 SRDS #101627-000

Health care institutions are making major changes to adapt to the new realities of health care reform. These active buyers have purchased publications, newsletters, seminars, and software for their administration, reporting, and management needs. Products and interests included are health care administration, medical records, CQI programs, and business management. TOTAL FILE: 130,588

Selects listed below are available for an additional \$5/M:

| | | |
|-----|---|--------|
| 351 | MEDICAL CODING PROFESSIONALS | 18,972 |
| 352 | MEDICAL CODING/RECORDS SUPERVISOR | 7,878 |
| 353 | MEDICAL RECORDS DIRECTOR | 8,529 |
| 354 | HOSPITAL MEDICAL RECORDS MANAGER | 2,762 |
| 355 | NURSING HOME MEDICAL RECORDS MANAGER | 6,850 |
| 356 | NURSING HOME ADMINISTRATOR | 1,977 |
| 357 | HOSPITAL ADMINISTRATOR | 3,521 |
| 358 | GROUP PRACTICE ADMINISTRATOR | 2,546 |
| 359 | HMO/PPO ADMINISTRATORS/MANAGERS | 3,832 |
| 360 | MEDICAL MARKETING DIRECTORS | 2,848 |
| 361 | HEALTH CARE HUMAN RESOURCES & PERSONNEL | 2,496 |
| 362 | HOME HEALTH ADMINISTRATION | 7,888 |
| 363 | ADVANCE DIRECTIVES PROGRAM MANAGERS | 3,584 |
| 364 | PHYSICIAN OFFICE MEDICAL RECORDS | 13,549 |
| 365 | HEALTH CARE CHIEF FINANCIAL OFFICER | 4,754 |
| 366 | HOSPITAL DISCHARGE PLANNER | 917 |
| 367 | MANAGED CARE EXECUTIVE | 4,130 |
| 368 | MANAGED CARE DIRECTOR | 3,865 |
| 369 | BUSINESS OFFICE MANAGER | 5,619 |
| 370 | MEDICAL LIBRARY | 1,068 |
| 371 | HOSPITAL MIS DEPARTMENT/MANAGER | 2,343 |
| 372 | HOSPITAL PURCHASING DIRECTOR | 3,207 |
| 373 | HOSPITAL REIMBURSEMENT DIRECTOR | 613 |
| 374 | SECURITY SERVICES DIRECTOR | 2,741 |
| 375 | HOSPITAL RISK MANAGER | 1,358 |
| 376 | HOSPITAL ADMISSIONS/OUTPATIENT DIRECTOR | 1,929 |
| 377 | HEALTH CARE DIRECTOR OF ACCOUNTING | 1,314 |
| 378 | NURSE MANAGERS | 3,326 |
| 379 | CASE MANAGERS | 3,886 |
| 380 | TQM/CQI PROGRAMS | 2,286 |

PRICES and TERMS

| | | | |
|---------------------------|---------|-------------------------|--------|
| Minimum Order | 3,000 | Base Price | \$95/M |
| Disk, E-Mail | \$50 | Cheshire, Bar-Coded | \$5/M |
| Pressure-Sensitive Labels | \$15/M | Selects (Gender & Geo.) | \$5/M |
| Telephones | \$25/M | Key Coding | \$5/M |
| Shipping 2 Day | \$17.50 | Shipping Overnight | \$35 |

All files 12 months or less. Files updated monthly.

4790 Caughlin Parkway #806 Reno, NV 89519

TOLL FREE 888 774-5478 * PHONE 775 787-1401 * FAX 775 787-1403 *

zenithlists@sbcglobal.net