

HART & BENJAMIN
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Mailing List

HAB-2027

MIN #64949
SRDS #651508-000

**REALITY-BASED™ MANAGEMENT SEMINARS-HEALTH CARE
Health Care & Medical Management Team Training Masterfile**

Masterfile Database of 53,746. 77% At Business Address. 64% Female.

RBM's low-cost seminars (\$50-\$89) have been presented in dozens of US cities throughout the year. Their practical, hands-on presentations helped physicians, department heads and chiefs, and nurse supervisors learn how to deal with problem people, difficult situations and conflict, employee morale, team spirit, employee and patient safety, and supervision. Seminar leaders are recognized experts in their fields. RBM prides itself on practical sessions that feature real-life examples, tested solutions and strategies, and a high level of participant involvement. They have successfully presented seminars to the health care industry since 1982. Because RBM seminars are low-cost and hands-on, many physician and medical office managers have sent their entire staffs or teams to be trained. This helped them increase teamwork and morale.

Select Description	Total Count 53,746
1 PHYSICIAN OFFICE MANAGERS	11,503
2 NURSE SUPERVISORS	6,781
3 HOSPITAL DEPARTMENT CHIEFS	7,272
4 HOSPITAL BUSINESS OFFICE MANAGERS	4,005
5 NURSING HOME SUPERVISORS & MANAGERS	5,020
6 MEDICAL RECORDS PROFESSIONALS/OFFICES	5,968
7 INFECTION CONTROL SUPERVISORS	2,586
8 HOSPITAL/NURSING HOME SOCIAL SERVICE DIRECTOR	3,106
9 QUALITY ASSURANCE MANAGERS	2,810
10 WOMEN'S HEALTH, PREGNANCY/CHILDBIRTH PROS	4,695

Terms & Conditions

Base Rental Rate is \$110/M. The following selects, where available, are \$5/M: Geo, Gender, SIC, Employee Size, Sales Volume, Title. 3-Month Recency is available at \$15/M; 6-Month Recency at \$10/M. Key coding is \$5/M. Media charge of \$50 flat includes one of the following: E-Mail, FTP, Disk, FedEx Shipping & Handling. Pressure-sensitive labels are \$15/M. Orders cancelled after shipping will be billed at \$50 flat plus \$15/M running charge. Minimum order is 5,000 addresses.

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