



## The 2012 National Managed Care Leadership Directory

### \$249 Book or \$595 CD-ROM Directory and Database

Listing of 7,319 key decision makers from 905 managed care organizations including health plans, provider networks, PBMs, Dental, Vision, Behavioral, Care Management Organizations, TPAs, and more. The directory lists names, titles, address, phone, fax and web sites with over 30 critical functions and job categories per company. The CD-ROM version includes an adobe acrobat version of the book plus the entire Directory database provided in multiple file formats.

#### Book Format

The 450+ page softcover book lists employees by company in alphabetical order, with five separate indexes provided to cross reference listings by state, company type, parent company, job category, and changes from the 2011 directory.

#### Sample format for listings by company:

<p><b>Alameda Alliance for Health</b>          1240 S. Loop Road          Alameda, CA 94502          Type of Company: Health Plan          Web Site: www.alamedaalliance.org</p>			<p><b>Phone</b> 510-747-4500  <b>Fax</b> 510-747-4502</p>
<b>Key Executive Function</b>	<b>Name</b>	<b>Title</b>	
Chairman of the Board	Wright Lassiter	Chairperson of the Board	
President/CEO	Ingrid Lamirault	CEO	
Chief Operating Officer	Zina Glover	Chief Operations Officer	
Chief Medical Officer	Lily Boris, MD	Chief Medical Officer	
Chief Finance Officer	John Volkober	Chief Financial Officer	
<p>The number of listings vary per company, with an average of over eight per company with some companies listing up to 30 separate job categories and over 50 employees each.</p>			

#### CD-ROM Format

The CD-ROM provides an adobe acrobat version of the book, plus the entire database in multiple file formats including Microsoft Access, Excel, Text-Tab Delimited, and zip code sorted labels in Microsoft Word. The database license allows you unlimited use for mailings, prospecting, etc.; subject to the applicable terms and conditions.

#### Additional Information

Detailed demographic tables, sample pages and additional information is available on-line along with an order form at [www.healthxecstore.com](http://www.healthxecstore.com) You can also call 209.577.4888 with your questions or to place an order. An order form is also provided for your use on the reverse side of this flyer.

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