



Communications Database

New data solutions from LaingBuisson

the UK's largest **H**ealthcare, **E**ducation and **P**ublic **S**ector database

Comprising over 215,000 contacts, 92,000 organisations and 126,000 email addresses, LaingBuisson now offers the UK's largest NHS and independent health, social care, education, government and local authority provider organisation and communications database in the UK.



Sample table Sector coverage (NHS and Care Homes)

Organisation type		Contact count
NHS	Clinical Commissioning Group (CCG)	4,009
NHS	Commissioning Support Service	93
NHS	Community Health Council	21
NHS	Community Interest Company	103
NHS	GP Federation	243
NHS	GP Surgery	32,713
NHS	Health & Social Care Board	110
NHS	Local Area Team	159
NHS	Local Education and Training Board	60
NHS	Local Health Board	557
NHS	National Blood Service	90
NHS	National Board	253
NHS	NHS Direct	27
NHS	NHS Supplies	11
NHS	NHS Trust	12,500
NHS	NI Health & Social Care Trust	352
NHS	Other Organisation	416
NHS	Scottish Community Health Partnership	202
NHS	Scottish Health Board	956
NHS	Shared Services Agency	21
NHS	Special Health Authority/Board	250
NHS	Vanguard	68
Care Homes	Care Home (C)	13,860
Care Homes	Care Home Group	1,853
Care Homes	Care Home with Nursing (N)	5,337
Care Homes	Hospice	243
Care Homes	Private Hospital	317

Invaluable for marketing, reference and research, the database is backed by 30 years of experience. A highly-knowledgeable team of 20 constantly refresh the data – an important consideration for anyone looking for this kind of data given we estimate a turnover of around 30% per year among these contacts.

Be assured also that you will also have the latest data. **We sell you a 12-month license for the datasets you need, meaning that you always have access to the most up-to-date information.** Online access means you can make and download sections of the database on-demand and in real-time.

The database contains a unique functional and organisational structure and categorisation. For example, it contains 800 different job functions, a granularity that is not available elsewhere, enabling to reach the people you need to make contact with.

Sample table Number of contacts by seniority

Seniority	Contact count
Chairman	4,866
Vice/Deputy Chairman	609
Chief Officer	92,327
Deputy/Assistant Chief Officer	1,683
Clerk/Secretary	1,111
Top Level Director	17,883
Second Level / Head of Service	19,080
Third Level/Head of Service/Manager	11,640
Unspecified	66,703
Total	215,902

Our data has the seal of approval of the Office of National Statistics as their chosen provider of data on the independent healthcare sector. We also look after all the data for the Local Government Association.

The database covers all central government (civil service and MPs), local government (officers and local councillors), the education sector (from nursery to sixth form and also special schools) and the independent healthcare and social care sectors.

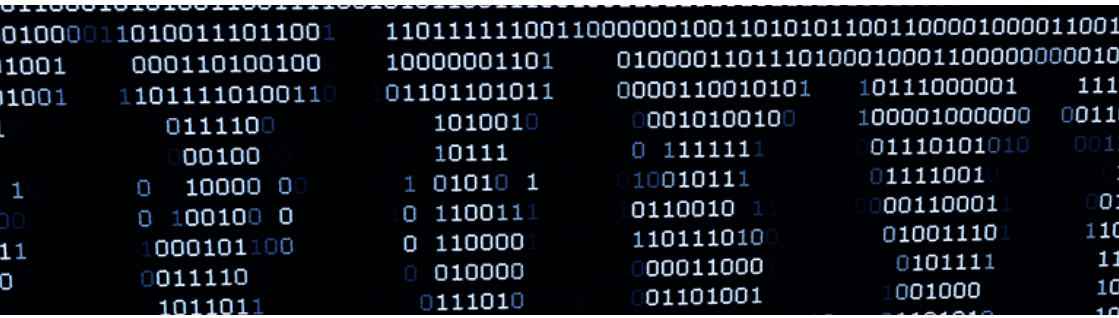
Sample table Number of contacts by seniority

Area of Government	Number of Records <small>(all have Postal and Telephone details)</small>	Records with Direct Emails
NHS Management	16,156	10,863
GP Surgeries and CCG	37,058	8,363
Care Homes	21,525	17,879
Dentists	11,003	7,785
Local Government Officers	27,469	23,974
Local Government Councillors	20,805	20,674
Parish Councils	13,697	11,453
Central Government and QUANGOS	8,808	4,473
MPs	1,805	1,234
Schools	35,422	5,402
Further and Higher Education	13,592	10,790
Housing Associations	8,637	3,064
Public Service Exchange Subscription	215,887	125,879

Pricing

We are pleased to offer this unique resource at a price of £750 per thousand records. Price negotiable for the purchase of an entire database.

For further details about our new communication database and how it can support your organisation in achieving its goals, please contact our accounts management team on +44 (0)20 7841 0045 or at sales@laingbuisson.com



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