

# Database of Nursing & Care Homes

Nursing and care homes form an integral part of health and social care in the UK. A 'care home' provides care services to patients in need of residential care. A 'nursing home' can also provide medical intervention if and when required.

Database of Nursing & Care Homes contains contact information for senior personnel working and managing private nursing and care homes across the UK and Republic of Ireland; including contacts based at independent hospices.

All information within the database is regularly primary source verified and updated by our specialist team of researchers; giving you the quality, targeted data you need and the reassurance that you will be GDPR compliant.

The data can be segmented to enable targeting of campaigns by:

- Job responsibility
- Job title
- Number of beds
- Organisation service
- Organisation type
- Region

## Database contents

There are 19,128 named individuals on the database.

Responsibility/Role	Count
Chief Executive/General Manager	208
Director	2,065
Director of Nursing	199
Head of Nursing	2,698
Home Manager	13,646
Matron	920
Medical Director	108
Named GP	1,197
Nursing Home Clinical Lead	2,010

## Organisation services:

- Alcohol Dependency
- Dementia (EMI)
- Drug Dependency
- Learning Disability
- Mental Health
- No Medical Intervention
- Nursing Services
- Old Age Only
- Physical Disability
- Sensory Impairment

For the most up-to-date counts or to speak to us about our Campaign Packages, please call **01268 495600** or email **info@wilmingtonhealthcare.com**

To find out more visit **wilmingtonhealthcare.com**



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**NOTES:** It is common for contacts to have more than one responsibility. It follows therefore that there will be fewer named individuals on the database than there are areas of responsibility indicated above. Numbers of contacts will vary during the research cycle due to organisational changes. Counts were correct at time of publishing; **September 2020**.