

Database of Nursing and Care Homes

Nursing and care homes form an integral part of health and social care in the UK and Ireland. 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.

Our 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 verified and updated by our specialist team of product researchers; giving you the quality, targeted data you need and the reassurance that you will be GDPR compliant.

Database contents

22,121

Responsibility/Role	Count
Chief Executive/General Manager	213
Director	2,007
Director of Nursing	185
Head of Nursing	2,570
Home Manager	13,343
Matron	881
Medical Director	103
Named GP	1,352
Nursing Home Clinical Lead	1,952

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

- Job responsibility
- Type of Services offered
- Organisation type
- Region

Organisation services:

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

Organisation types:

- Trust
- Independent Hospice
- Nursing/Care Home
- Nursing/Care Home HQ
- Care Provider

For the most up-to-date counts or to speak to us about our Campaign Packages, please call **01268 495600** or email sales@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; **July 2022**. De duped counts available upon request.

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