INFOCUS Exclusive List:

Updated: 3/04/2024

Association of Women's Health Obstetric & Neonatal Nurses (AWHONN) Member Mailing & Email Lists

www.awhonn.org

List Universe

21,197	Active Paid U.S. Members	$175/M*
8,078	Lapsed Members - 24 Months	$155/M*
7,582	Lapsed Member Email Addresses	$275/M

Minimum Order: 3,000 Names

* Nonprofit Rate $120/M
Call for counts on Lapsed Members

About

Founded in 1969, the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) is the only organization serving the unique needs of nurses specializing in the care of women and their newborns. AWHONN's members are primarily neonatal nurses, APRNs, women's health nurses, OB/GYN and labor and delivery nurses, nurse scientists, childbirth educators and nurse practitioners.

AWHONN members work primarily in a hospital setting involved in direct patient care and education focusing on labor and delivery, mother/baby issues, women's health, postpartum and antepartum. Benefits of AWHONN membership include a subscription to the *Journal of Obstetric, Gynecologic and Neonatal Nursing* and *AWHONN Lifelines*, a professional support network, online tools, health policy and legislative updates, and much more.

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Email Services
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Selects

1st Primary Position	$15/M
2nd Primary Position	$15/M
3rd Primary Position	$15/M
Address Type	INQ
Certified as	$15/M
Clinical Focus	$15/M
Degree	$15/M
Gender	$15/M
Graduation Date (Student Members)	$15/M
Job Setting	$15/M
Military Branch	$15/M
Military Status	$15/M
Nursing Since	$15/M
Prescriptive Authority	$15/M
Purchase Authority	$15/M
SCF	$15/M
State	$15/M
ZIP Code	$15/M
Member Type	$15/M
Email Fees	INQ

Addressing

EMAIL TRANSFER*	$100/F
KEYCODE	$10/M
FTP*	$100/F
NCOA Fee	$40/F

*Includes DPV and CASS

Contact:
INFOCUS Marketing
Phone: 800.708.5478
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www.InfocusMarketing.com

Other Recommended Lists

Nursing

Specifications & Important Notes

SOURCE: AWHONN Membership Records
LIST UPDATED: Monthly

Terms & Conditions
Sample mail piece required for approval.
20% commission to qualified list brokers.
Allow 2-5 business days to process order after list owner approval.
Any abbreviation or version of the name or logo of this association may not be used in any mail piece.
Reuse discount: $10/M off base price. Approval required.
Appending of phone numbers, fax numbers, or email addresses is strictly prohibited.
The universe noted on this datacard may or may not strictly coincide with the organization's membership totals.
Lists must be used within 6 months of date of receipt.

Payment
Orders cancelled prior to the mail date are subject to a $100 cancellation fee plus running and material charges.
Pre-payment required for first-time mailers.
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Selects

1st Primary Position		
L	Academic – includes Researcher/Faculty/Instructor	396
I	Case Manager	27
M	Charge Nurse	543
D	Clinical Nurse Specialist	159
G	Consultant	50
M	Executive/Administrator, e.g., CEO, CNO, VP, or Director	328
N	Informaticist	15
O	Lactation Specialist	65
C	Midwife	89

Degree (cont.)		
C	Diploma	383
D	Doctorate	513
E	Masters	1,069
F	Other	89

Gender		
F	Female	25,812
M	Male	1,596

Graduation Date (Student Members)

J	Nurse Educator/Staff Development	793
F	Nurse Manager	645
B	Nurse Practitioner	105
P	Other	178
K	Perinatal Safety/Quality Nurse	116
E	Resource Nurse	38
A	Staff Nurse	2,724
H	Student	73

2nd Primary Position		
A	Academic – includes Researcher/Faculty/Instructor	
B	Case Manager	13
C	Charge Nurse	516
D	Clinical Nurse Specialist	55
E	Consultant	64
F	Executive/Administrator, e.g., CEO, CNO, VP, or Director	11
G	Informaticist	13
H	Lactation Specialist	176
I	Midwife	28
J	Nurse Educator/Staff Development	339
K	Nurse Manager	71
L	Nurse Practitioner	71
M	Other	107
N	Perinatal Safety/Quality Nurse	122
O	Resource Nurse	141
P	Staff Nurse	749
Q	Student	85

3rd Primary Position		
A	Academic – includes Researcher/Faculty/Instructor	
B	Case Manager	5
C	Charge Nurse	77
D	Clinical Nurse Specialist	16
E	Consultant	39
F	Executive/Administrator, e.g., CEO, CNO, VP, or Director	6
G	Informaticist	6
H	Lactation Specialist	67
I	Midwife	7
J	Nurse Educator/Staff Development	138
K	Nurse Manager	25
L	Nurse Practitioner	12
M	Other	78
N	Perinatal Safety/Quality Nurse	64
O	Resource Nurse	90
P	Staff Nurse	189
Q	Student	44

Address Type		
	Business Address	851
	Residential Address	28,152

Certified as		
MBA	Master of Business Administration	67
AHNP	Adult Health Nurse Practitioner	4
AND/ASN	Associate of Science in Nursing	836
BSN	Bachelor of Science in Nursing	3,880
CCE	Certified Childbirth Educator	93
CDE	Certified Diabetes Educator	1
C-EFM	Certified in Electronic Fetal Monitoring	340
CLC	Certified Lactation Counselor	283
CLE	Certified Lactation Educator	32
CM	Certified Midwife	81
CNM	Certified Nurse Midwife	92

	2015	6
	2016	4
	2017	9
	2018	9
	2019	30
	2020	78
	2021	96
	2022	111
	2023	132

Job Setting		
F	Academia	397
I	Ambulatory Care (physician office, outpatient clinic, etc.)	207
E	Home Health Care	14
A	Hospital Inpatient	4,741
B	Not Working	43
H	Other	199
G	Public Health	75

Military Branch		
B	Air Force	162
A	Army	170
C	Coast Guard	2
D	Marine Corps	16
F	National Guard	12
E	Navy	135

Military Status		
A	Active	254
B	Civil Service (Overseas)	42
C	Reserve	45
D	Retired	136
E	Spouse (Overseas)	353

Nursing Since		
	1961	4
	1962	2
	1963	1
	1964	5
	1965	4
	1966	4
	1967	7
	1968	12
	1969	20
	1970	27
	1971	40
	1972	37
	1973	45
	1974	95
	1975	84
	1976	92
	1977	104
	1978	119
	1979	126
	1980	158
	1981	134
	1982	142
	1983	157
	1984	137
	1985	159
	1986	187

CNE	Certified Nursing Educator	27
CNOR	Certified Perioperative Nurse	3
CPHQ	Certified Professional in Healthcare Quality	4
CNL	Clinical Nurse Leader	31
CNS	Clinical Nursing Specialist	128
CCRN	Critical Care Nursing	10
Diploma	Diploma in Nursing	119
EdD	Doctor of Education	12
DNP	Doctor of Nursing Practice	154
DNS	Doctor of Nursing Science	4
PhD	Doctor of Philosophy	123
DrPH	Doctor of Public Health	2
FNP	Family Nurse Practitioner	37
FACCE	Fellow of the American College of Childbirth Educators	8
FACHE	Fellow of the American College of Healthcare Executives	3
FAAN	Fellows of the American Academy of Nursing	10
HROB	High Risk Obstetrics	13
INPT OB	Inpatient Obstetric Nursing Certification	1,192
IBCLC	International Board-Certified Lactation Consultant	145
JD	Juris Doctor	10
LCCE	Lamaze Certified Childbirth Educator	36
LRN	Low Risk Neonatal Nursing	26
M Ed	Master of Education	32
MHA	Master of Health Administration	48
MPH	Master of Public Health	35
MSN	Master of Science in Nursing	1,680
MNN	Maternal Newborn Nursing	164
NPD	Nightly Peritoneal Dialysis	6
NE	Nurse Executive	
NEA	Nurse Executive Advanced	19
NNP	Nurse Practitioner, Psychiatric	17
NIC	Nursing Interventions Classification	34
PNP	Pediatric Nurse Practitioner	7
Perinatal CNS	Perinatal Clinical Nurse Specialist	63
PN	Practical Nurse	
PMHCNS	Psychiatric Mental Health Clinical Nurse Specialist	1
PHMNP	Psychiatric Mental Health Nurse Practitioner	1
RNC	Registered Nurse Certified	1,355

Clinical Focus		
A	Antepartum	3,616
B	Breastfeeding & Lactation	2,126
C	Gynecology	1,082
F	Intrapartum (Includes LDR/LDRP, & L&D)	7,697
D	Mother/Baby	3,437
G	Neonatal Intensive Care/Intermediate Nursery	949
H	Postpartum	2,519
E	Well Baby Nursery	906

Degree		
A	Associate	2,166
B	Bachelors	3,136

1987	165
1988	157
1989	168
1990	163
1991	187
1992	175
1993	187
1994	203
1995	240
1996	242
1997	243
1998	248
1999	220
2000	276
2001	267
2002	262
2003	244
2004	308
2005	351
2006	366
2007	370
2008	377
2009	304
2010	394
2011	394
2012	347
2013	321
2014	193
2015	144
2016	129
2017	119
2018	123
2019	118
2020	100
2021	86

Prescriptive Authority		
A	Counsel/educate patients on use of medications and/or OTC products	326
C	Have prescriptive authority	298
B	No role regarding medications and/or OTC products	696
D	Recommend medications and/or OTC products	23

Purchase Authority		
C	Make purchasing decisions directly	803
B	No role in purchasing equipment and/or supplies	3,490
A	Recommend or influence decisions	2,776

Member Type		
ACTIVE	Active Members	21,284
LAPSED	Lapsed Members	8,078

Email Fees
A/B Split: $150F
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