HSJ Market Intelligence

Database of Private Hospitals

Database structure

Field number	Field name	Field size (characters)	Content
Field 1	STATUS	20	Identifies the organisation's type. See 'Database contents and responsibility codes' for full list
Field 2	HOSPITAL	50	Identifies the name of the hospital
Field 3	ADDRESS1	50	
Field 4	ADDRESS2	50	
Field 5	ADDRESS3	50	
Field 6	TOWN	30	
Field 7	COUNTY	30	We advise against targeting by county, as the interpretation of counties is subject to considerable variation
Field 8	POSTCODE	10	
Field 9	TELEPHONE	30	
Field 10	RESPCODE	100	A list of all responsibilities a person holds at this organisation. See 'Database contents and responsibility codes' for full list
Field 11	SALUTATION	10	Prefix for the person's name e.g. Dr
Field 12	INITIALS	20	Initials or first name(s) for the contact
Field 13	SURNAME	30	
Field 14	JOBTITLE	60	
Field 15	URN	10	Unique record number for an individual
Field 16	SITE	10	A unique number assigned to an organisation
Field 17	LOC	10	A unique number assigned to a location under an organisation
Field 18	REGION	30	Identifies the NHS region associated with each organisation e.g. North
Field 19	COMM_AREA	50	This identifies the Commissioning Area associated with each organisation
Field 20	ORGNAME	50	This field holds the name of the company owning the Private Hospital, HQ or Independent Hospice
Field 21	GREETING	50	Can be used to add a greeting to your mailing e.g. Dear

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Database contents and responsibility codes

Status codes and descriptions

Status code	Description
IHOSPICE	Independent Hospice
PRIVATEHOSP	Private Hospital
PRIVATEHOSPHQ	Private Hospital HQ

List of responsibility codes

Code	Responsibility	
~0022M	Business Manager	
~0013M	Caldicott Guardian	
~0060E	Catering	
~0003M	Chief Executive/General Manager	
~0076P	Chief Pharmacist	
~0007F	Director of Finance	
~0077M	Director of Infection Control	
~0020M	Director of Nursing	
~0034E	Estates Management	
~0071E	Facilities Management	
~0036E	Head of Customer Services	
~0021E	Health and Safety	
~0037E	Hotel Services	
~0078M	Infection Control	
~00311	Information Technology	
~0010M	Medical Director	
~0184M	Pathology Manager	
~0023M	Personnel	
~0080P	Pharmacist	
~0048P	Pharmacy Technician	
~0051E	Portering	
~0049M	Public Relations/Communications	
~0043Q	Quality Assurance	
~1380M	Radiology Manager	
~0019M	Risk Management	
~0079E	Sterile Services	

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Code	Responsibility	
~0073E	Supplies & purchasing	
~1251N	Theatre Manager	

List of responsibility code suffixes and definitions

Suffix	Description
E	Estates
F	Finance
1	IT
М	Management
N	Nursing
Р	Pharmacy
Q	Quality
Х	Other

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