

DESCRIPTION OF DATABASE

In addition to locating physicians at their offices, gain the opportunity to market to them where they admit patients and perform procedures at affiliated hospitals with the Physicians with Hospital Affiliation list. This list highlights the industry's most active doctors who have affiliations with hospitals-not just their offices or medical groups. The Physicians with Hospital Affiliation group represents approximately 82 percent of our Office-Based Physician database-more than 560,000 physicians-and can be targeted by geography, practice size and prescribing volume. Connect doctors to the hospitals where they have admitting privileges.

Offers excellent results for: marketing and advertising for pharmaceuticals, CME programs, recruitment services, patient compliance programs, practice software, medical equipment and supplies, office needs, and publication subscriptions; building early relationships with prescribers; and market planning and analysis.

SPECIALTY COUNTS

Acupuncturist	217	Occupational Medicine Spec	1,717
Addiction Medicine	162	Oncologist	1,501
Adolescent Medicine	506	Oncologist/Hematologist	12,119
Aerospace Medicine	167	Ophthalmologist	23,774
Allergist	671	Optometrist	6,024
Allergist/Immunologist	5,036	Orthopedic Foot & Ankle	211
Anesthesiologist	26,829	Orthopedic Reconstructive Sgn	186
Bariatrician	231	Orthopedic Spine Surgeon	936
Cardiovascular Disease	28,993	Orthopedic Surgeon	28,393
Child Neurology	1,410	Other	453
Child Psychiatrist	1,633	Otolaryngologist	11,502
Chiropractor	774	Pain Management Specialist	2,435
Colon/Rectal Surgeon	1,371	Pathologist	8,606
Critical Care Specialist	395	Pediatric Cardiology	2,336
Dentist/Oral Surgeon	3,391	Pediatric Critical Care	518
Dermatologist	10,282	Pediatric Endocrinology	1,009
Dermatopathology	227	Pediatric Gastroenterology	1,226
Diabetes Specialist	132	Pediatric Hematology/Oncology	1,266
Diagnostic Radiologist	33,161	Pediatric Pulmonology	925
Emergency Medicine Specialist	19,257	Pediatric Radiology	449
Endocrinology & Metabolism	4,599	Pediatric Surgeon	889
Epileptologist	33	Pediatrician	40,607
Family Practitioner	68,670	Physical Medicine/Rehab Spec	5,691
Gastroenterologist	15,196	Plastic Surgeon	8,159
General Practitioner	2,946	Podiatrist	15,733
General Surgeon	17,020	Preventive Medicine Specialist	132
Genetics Specialist	570	Psychiatrist	18,406
Geriatrician	1,406	Psychologist	5,926
Gynecologic Oncologist	999	Pulmonary Critical Care	4,513
Gynecologist	4,657	Pulmonologist	4,618
Hand Surgeon	636	Radiation Oncologist	5,003
Head & Neck Surgery	84	Radiologist	5,423
Hematologist	458	Reproductive Endocrinology	1,597
Hepatologist	306	Rheumatologist	4,638
Holistic Medicine	197	Sleep Medicine	602
Immunologist	52	Sport Medicine Specialist	797
Infectious Disease Specialist	4,435	Thoracic Surgeon	3,185
Internal Medicine/Pediatrics	1,645	Transplant Surgeon	709
Internist	61,765	Trauma Surgeon	445
Neonatologist	3,582	Urgent Care Specialist	2,343
Nephrologist	11,808	Urologist	12,690
Neurologist	11,922	Vascular & Interventional Rad	1,138
Neuroradiology Specialist	1,137	Vascular Surgeon	2,779
Neurosurgeon	4,672		
Nuclear Medicine Specialist	430		
Obstetrician/Gynecologist	33,139		

Note: The specialty counts above include some duplication. Please call SK&A corporate office for net counts to avoid duplication.

This card was updated on 3/13/12. For more information call SK&A directly at:

Corporate Office

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