

DESCRIPTION OF DATABASE

This site-based file identifies all practicing physicians within the group-practice setting containing three or more physicians. Individually targeting physicians within a practice group can be difficult, but with this list, marketing to them with one single message is more direct and efficient. Contacts on this list can be selected by specialty, number of physicians and more than 25 job titles.

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

SPECIALITY COUNTS

No Specialty	402	Obstetrician/Gynecologist	25,424
Accupuncturist	250	Occupational Medicine Spec	1,127
Allergist/Immunologist	3,091	Oncologist/Hematologist	10,133
Allergist	532	Oncologist	1,320
Anesthesiologist	26,241	Ophthalmologist	18,797
Bariatrician	119	Optometrist	6,183
Cardiologist	24,267	Osteopathic Physician	24,158
Colon/Rectal Surgeon	353	Orthopedic Surgeon	320
Child Neurology	1,186	Otolaryngologist	8,186
Chiropractor	967	Pulmonary Critical Care	3,761
Critical Care Specialist	974	Pediatric Critical Care	525
Diabetes Specialist	76	Pediatric Cardiology	2,132
Dermatologist	6,668	Pediatric Endocrinology	939
Dentist/Oral Surgeon	2,394	Pediatric Pulmonology	834
Diagnostic Radiologist	35,114	Pediatric Radiology	465
Emergency Medicine Specialist	18,279	Pediatric Surgeon	815
Endocrinologist	3,322	Pediatrician	32,537
Epileptologist	27	Pediatric Gastroenterology	1,143
Family Practitioner	49,298	Physical Medicine/Rehab Spec	4,261
Gastroenterologist	12,040	Pediatric Hermatology/oncology	1,180
Genetics	475	Plastic Surgeon	3,591
Geriatrician	1,074	Podiatrist	7,198
General Practitioner	1,906	Psychologist	7,593
General Surgeon	11,459	Psychiatrist	16,120
Preventive Medicine Specialist	104	Pathologist	8,261
Gynecologist	2,838	Pulmonologist	3,474
Hematologist	438	Radiologist	5,841
Immunologist	44	Radiation Oncologist	3,847
Internal medicine/Pediatrics	1,196	Retinal Specialist	1,215
Infectious Disease Specialist	3,665	Rheumatologist	3,476
Internist	41,117	Sport Medicine Specialist	676
Neonatologist	3,285	Thoracic Surgeon	2,359
Nephrologist	9,948	Urgent Care Specialist	2,636
Neurologist	8,995	Urologist	9,772
Neurosurgeon	3,542	Vascular Surgeon	2,147
Nuclear Medicine Specialist	383	Vascular & Interventional Rad	1,207
		Other	320

Also available:

Addiction Medicine	Holistic Medicine
Adolescent Medicine	Medical Toxicologist
Aerospace Medicine	Neuroradiology Specialists
Child Psychiatrist	Orthopedic Foot & Ankle
Dermatopathology	Orthopedic Recon. Surgeon
Forensic Psychiatrist	Orthopedic Spine Surgeon
Gynecologic Oncologist	Pain Management Specialist
Hand Surgeon	Sleep Medicine
Head & Neck Surgeon	Transplant Surgeon
Hepathologist	Trauma Surgeon

TOTAL SITES

74,842

NUMER OF PHYSICIANS IN GROUP PRACTICE

3 to 5 Physicians	178,721
6 to 9 Physicians	113,993
10 to 19 Physicians	102,732
20 or More Physicians	114,270

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

Irvine, CA: (800) 752-5478

Brokers Welcome

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TERMS AND CONDITIONS

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