

DESCRIPTION OF DATABASE

This file will allow marketers to tap into physician assistant audiences. These healthcare professionals are certified and licensed to provide routine diagnosis, treatment of patients and prescribing in most U.S. states.

Offers excellent results for: marketing and advertising for pharmaceuticals, continuing education programs, recruitment services, patient compliance programs or publication subscriptions; building early relationships with prescribers; and market planning and analysis.

Annual licensing is also available for this service.

****see also Nurse Practitioners card or combine with Physician Assistants to complete your market area and capture all names by specialty****

SPECIALTY SELECTIONS

Addiction Medicine	22	Orthopedic Reconstructive Sgn	25
Adolescent Medicine	84	Orthopedic Spine Surgeon	175
Aerospace Medicine	10	Orthopedic Surgeon	4,091
Allergist	68	Other	26
Allergist/Immunologist	231	Otolaryngologist	440
Anesthesiologist	183	Pain Management Specialist	452
Bariatrician	56	Pathologist	145
Cardiovascular Disease	1,271	Pediatric Cardiology	24
Child Neurology	30	Pediatric Critical Care	3
Child Psychiatrist	10	Pediatric Endocrinology	17
Chiropractor	9	Pediatric Gastroenterology	18
Colon/Rectal Surgeon	26	Pediatric Hematology/Oncology	43
Critical Care Specialist	11	Pediatric Pulmonology	16
Dentist/Oral Surgeon	7	Pediatric Surgeon	23
Dermatologist	2,067	Pediatrician	1,300
Dermatopathology	2	Physical Medicine/Rehab Spec	287
Diabetes Specialist	39	Plastic Surgeon	252
Diagnostic Radiologist	128	Podiatrist	57
Emergency Medicine Specialist	1,581	Preventive Medicine Specialist	7
Endocrinology & Metabolism	219	Psychiatrist	408
Epileptologist	3	Psychologist	3
Family Practitioner	10,886	Pulmonary Critical Care	84
Gastroenterologist	788	Pulmonologist	128
General Practitioner	484	Radiation Oncologist	61
General Surgeon	548	Radiologist	57
Genetics Specialist	4	Reproductive Endocrinology	37
Geriatrician	52	Rheumatologist	188
Gynecologic Oncologist	56	Sleep Medicine	43
Gynecologist	235	Sport Medicine Specialist	91
Hand Surgeon	31	Thoracic Surgeon	514
Head & Neck Surgery	1	Transplant Surgeon	38
Hematologist	10	Trauma Surgeon	63
Hepatologist	32	Urgent Care Specialist	608
Holistic Medicine	4	Urologist	661
Immunologist	6	Vascular & Interventional Rad	45
Infectious Disease Specialist	137	Vascular Surgeon	152
Internal Medicine/Pediatrics	83		
Internist	2,681		
Neonatologist	36		
Nephrologist	241		
Neurologist	356		
Neurosurgeon	664		
Nuclear Medicine Specialist	3		
Obstetrician/Gynecologist	736		
Occupational Medicine Spec	441		
Oncologist	69		
Oncologist/Hematologist	412		
Ophthalmologist	48		
Optometrist	1		
Orthopedic Foot & Ankle	66		

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

Corporate Office

Irvine, CA: (800) 752-5478

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TERMS AND CONDITIONS

Payment Terms: All payments due upon receipt of invoice. Pre-payment required with first order for new mailers. Late charge 2% per month. **Sample mailpiece required.** Annual volume usage agreement available.

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