

## DESCRIPTION OF DATABASE

This is the largest and most accurate file of office-based physicians that targets professionals at their offices. SK&A identifies more than 638,000 physicians in almost 90 specialties and all practice types (solo, partnership or group). The database can also classify physicians by state license numbers and DEA, NPI and UPIN numbers. Additional unique selections include linking to hospital affiliation, group practice ownership, health-system linking codes, office size, Electronic Medical Record usage, physician access and whether or not surgery is performed on site.

**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.

## SPECIALITY COUNTS

Acupuncturist	363	Obstetrician/Gynecologist	40,807
Addiction Medicine	338	Occupational Medicine Spec	3,464
Adolescent Medicine	750	Oncologist	1,831
Aerospace Medicine	358	Oncologist/Hematologist	14,536
Allergist	930	Ophthalmologist	26,724
Allergist/Immunologist	6,583	Optometrist	7,053
Anesthesiologist	29,166	Orthopedic Foot & Ankle	316
Bariatrician	495	Orthopedic Reconstructive Sgn	217
Cardiovascular Disease	34,119	Orthopedic Spine Surgeon	1,252
Child Neurology	1,653	Orthopedic Surgeon	34,874
Child Psychiatrist	2,799	Other	793
Chiropractor	1,448	Otolaryngologist	12,939
Colon/Rectal Surgeon	1,501	Pain Management Specialist	4,185
Critical Care Specialist	488	Pathologist	9,581
Dentist/Oral Surgeon	3,690	Pediatric Cardiology	2,511
Dermatologist	15,866	Pediatric Critical Care	568
Dermatopathology	370	Pediatric Endocrinology	1,214
Diabetes Specialist	357	Pediatric Gastroenterology	1,506
Diagnostic Radiologist	36,906	Pediatric Hematology/Oncology	1,512
Emergency Medicine Specialist	23,168	Pediatric Pulmonology	1,054
Endocrinology & Metabolism	5,697	Pediatric Radiology	464
Epileptologist	38	Pediatric Surgeon	1,021
Family Practitioner	112,898	Pediatrician	50,887
Gastroenterologist	17,699	Physical Medicine/Rehab Spec	7,283
General Practitioner	7,018	Plastic Surgeon	9,667
General Surgeon	19,109	Podiatrist	17,328
Genetics Specialist	630	Preventive Medicine Specialist	300
Geriatrician	2,040	Psychiatrist	33,582
Gynecologic Oncologist	1,240	Psychologist	8,623
Gynecologist	6,826	Pulmonary Critical Care	4,888
Hand Surgeon	720	Pulmonologist	5,484
Head & Neck Surgery	89	Radiation Oncologist	5,611
Hematologist	664	Radiologist	6,826
Hepatologist	377	Reproductive Endocrinology	2,067
Holistic Medicine	513	Rheumatologist	5,650
Immunologist	72	Sleep Medicine	900
Infectious Disease Specialist	5,131	Sport Medicine Specialist	1,005
Internal Medicine/Pediatrics	2,072	Thoracic Surgeon	3,951
Internist	77,635	Transplant Surgeon	900
Neonatologist	4,429	Trauma Surgeon	596
Nephrologist	13,518	Urgent Care Specialist	4,366
Neurologist	14,875	Urologist	15,212
Neuroradiology Specialist	1,259	Vascular & Interventional Rad	1,263
Neurosurgeon	6,108	Vascular Surgeon	3,331
Nuclear Medicine Specialist	520		

### 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
Hepatologist	Trauma Surgeon

## NUMBER OF PHYSICIANS IN

Group Practicing Setting	500,258
Partnership Practicing Setting	85,828
Solo Practicing Setting	138,983

**Note:** The specialty counts above may 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**

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\*SK&A makes every effort to validate the accuracy of lists that it creates and guarantees its data to be 100% deliverable if mailed via First-Class Mail within 30 days of invoice date. This guarantee can only be extended to our own verified data and can not be extended to any third party data (brokered lists). For additional information see our Business Terms & Conditions online: [www.skainfo.com](http://www.skainfo.com)