



# Sample Specialty Penetration Report

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**ABC Pharmaceutical**  
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**Physician Penetration Report**  
**By Physician's Specialty**

(Client matches dedupped)

Physician Specialty	Specialty Code	Client Physician Count	SK&A	SK&A	Total Individual Count	Client Penetration Percentage	Additional SK&A Physicians Available
			Count of Physicians Primary Specialty only	Count of Physicians Secondary Specialty only			
Acupuncturist	ACU	25	223	99	322	7.76%	297
Addiction Medicine	ADD	20	213	155	368	5.43%	348
Adolescent Medicine	ADO	112	170	11482	11,652	0.96%	11,540
Aerospace Medicine	AER	31	124	40	164	18.90%	133
Allergist/Immunologist	AIM	3808	5299	316	5,615	67.82%	1,807
Allergist	ALL	628	683	266	949	66.17%	321
Anesthesiologist	ANS	15712	23117	210	23,327	67.36%	7,615
Bariatrician	BAR		255	218	473	0.00%	473
Cardiovascular Disease	CAR	19552	26293	1733	28,026	69.76%	8,474
Critical Care Specialist	CCM		282	412	694	0.00%	694
Child Neurology	CHN		1020	10	1,030	0.00%	1,030
Child Psychiatrist	CHP	903	1495	72	1,567	57.63%	664
Chiropractor	CHR	35	1312	20	1,332	2.63%	1,297
Colon/Rectal Surgeon	CRS	901	1275	376	1,651	54.57%	750
Diabetes Specialist	DBT		67	1810	1,877	0.00%	1,877
Dermatologist	DER	9320	11562	98	11,660	79.93%	2,340
Dermatopathology	DMT		233	18	251	0.00%	251
Dentist/Oral Surgeon	DNT	1	818	1	819	0.12%	818
Osteopathic Physician	DOP	1	309	2	311	0.32%	310
Diagnostic Radiologist	DRD	13467	29551	21	29,572	45.54%	16,105
Emergency Medicine Specialist	EMR	8250	13676	196	13,872	59.47%	5,622
Endocrinology & Metabolism	END	3194	4082	639	4,721	67.66%	1,527
Family Practitioner	FMP	66010	79376	572	79,948	82.57%	13,938
Gastroenterologist	GAS	10017	13313	1072	14,385	69.64%	4,368
Genetics Specialist	GEN		540	73	613	0.00%	613
Geriatrician	GER	811	1120	1628	2,748	29.51%	1,937
General Practitioner	GNP	3591	5008	139	5,147	69.77%	1,556
General Surgeon	GNS	13556	17692	395	18,087	74.95%	4,531
Preventive Medicine Specialist	GPM		195	47	242	0.00%	242
Gynecologist	GYN	3208	4237	186	4,423	72.53%	1,215
Gynecologic Oncologist	GYO		801	6	807	0.00%	807
Hand Surgeon	HDS	434	624	2356	2,980	14.56%	2,546
Hematologist	HEM		324	102	426	0.00%	426
Hepatologist	HEP		188	844	1,032	0.00%	1,032
Head & Neck Surgery	HNS	62	84	7619	7,703	0.80%	7,641
Holistic Medicine	HTM		371	74	445	0.00%	445
Immunologist	IMM		79	77	156	0.00%	156
Internal Medicine/Pediatrics	IMP	1283	1640	30	1,670	76.83%	387
Infectious Disease Specialist	INF	2908	3886	668	4,554	63.86%	1,646
Internist	INT	55766	64483	578	65,061	85.71%	9,295
Neonatologist	NEO	2259	3274	108	3,382	66.79%	1,123
Nephrologist	NEP	5977	9762	994	10,756	55.57%	4,779
Neuroradiology Specialist	NER	449	1103	236	1,339	33.53%	890
Neurologist	NEU	8643	11175	108	11,283	76.60%	2,640
Neurosurgeon	NSG	3245	4394	11	4,405	73.67%	1,160
Nuclear Medicine Specialist	NUC	347	660	374	1,034	33.56%	687
Obstetrician/Gynecologist	OBG	25944	33428	557	33,985	76.34%	8,041
Occupational Medicine Spec	OCM	1563	2545	354	2,899	53.92%	1,336
Orthopedic Foot & Ankle	OFA		206	644	850	0.00%	850
Oncologist/Hematologist	ONC	7678	10279	317	10,596	72.46%	2,918
Oncologist	ONL	723	1059	137	1,196	60.45%	473
Ophthalmologist	OPH	17235	25475	15	25,490	67.61%	8,255
Optometrist	OPT	2855	6526	1	6,527	43.74%	3,672

Orthopedic Reconstructive Sgn	ORC		192	144	336	0.00%	336
Orthopedic Surgeon	ORS	21	26621	61	26,682	0.08%	26,661
Orthopedic Spine Surgeon	OSN	688	1036	1083	2,119	32.47%	1,431
Other	OTH	7	2396	945	3,341	0.21%	3,334
Otolaryngologist	OTO	8336	11474	82	11,556	72.14%	3,220
Pain Management Specialist	PAI	1349	2424	2914	5,338	25.27%	3,989
Pulmonary Critical Care	PCC	2166	3183	227	3,410	63.52%	1,244
Pediatric Critical Care	PCT		378	6	384	0.00%	384
Pediatric Cardiology	PDC	1149	1885	3	1,888	60.86%	739
Pediatric Endocrinology	PDE		748	4	752	0.00%	752
Pediatric Pulmonology	PDP		679	12	691	0.00%	691
Pediatric Radiology	PDR		236	1	237	0.00%	237
Pediatric Surgeon	PDS	1	870	8	878	0.11%	877
Pediatrician	PED	31783	41755	395	42,150	75.40%	10,367
Pediatric Gastroenterology	PGY	1	862	1	863	0.12%	862
Physical Medicine/Rehab Spec	PHM	4228	5615	131	5,746	73.58%	1,518
Pediatric Hematology/Oncology	PHO		925	1	926	0.00%	926
Plastic Surgeon	PLS	7809	11616	472	12,088	64.60%	4,279
Podiatrist	POD	9704	16930	19	16,949	57.25%	7,245
Psychologist	PSC	117	5540	8	5,548	2.11%	5,431
Psychiatrist	PSY	17138	23893	93	23,986	71.45%	6,848
Pathologist	PTH	5062	8393	29	8,422	60.10%	3,360
Pulmonologist	PUL	4082	4879	1287	6,166	66.20%	2,084
Radiologist	RAD	3437	6495	13	6,508	52.81%	3,071
Radiation Oncologist	RDO	3031	4611	3	4,614	65.69%	1,583
Reproductive Endocrinology	REN	906	1245	77	1,322	68.53%	416
Rheumatologist	RHU	3110	3905	492	4,397	70.73%	1,287
Sleep Medicine	SLP	176	404	2202	2,606	6.75%	2,430
Sport Medicine Specialist	SPM	394	595	7879	8,474	4.65%	8,080
Thoracic Surgeon	THS	2959	3747	368	4,115	71.91%	1,156
Transplant Surgeon	TRA		704	174	878	0.00%	878
Trauma Surgeon	TRM		289	459	748	0.00%	748
Urgent Care Specialist	URG	1487	2517	742	3,259	45.63%	1,772
Urologist	URO	8928	11830	36	11,866	75.24%	2,938
Vascular Surgeon	VAS	1530	2489	2934	5,423	28.21%	3,893
Vascular & Interventional Rad	VIR	1	665	34	699	0.14%	698
Total		430,124	637,932	61,855	699,787	61.46%	269,663