

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	212	Occupational Medicine Spec	1,721
Addiction Medicine	156	Oncologist	1,308
Adolescent Medicine	335	Oncologist/Hematologist	11,227
Aerospace Medicine	180	Ophthalmologist	23,511
Allergist	626	Optometrist	5,965
Allergist/Immunologist	4,912	Orthopedic Foot & Ankle	192
Anesthesiologist	26,270	Orthopedic Reconstructive Sgn	172
Bariatrician	222	Orthopedic Spine Surgeon	931
Cardiovascular Disease	27,817	Orthopedic Surgeon	27,457
Child Neurology	1,268	Other	487
Child Psychiatrist	1,582	Otolaryngologist	11,244
Chiropractor	794	Pain Management Specialist	2,440
Colon/Rectal Surgeon	1,321	Pathologist	8,541
Critical Care Specialist	346	Pediatric Cardiology	2,280
Dentist/Oral Surgeon	2,713	Pediatric Critical Care	442
Dermatologist	10,247	Pediatric Endocrinology	960
Dermatopathology	231	Pediatric Gastroenterology	1,154
Diabetes Specialist	92	Pediatric Hematology/Oncology	1,213
Diagnostic Radiologist	32,474	Pediatric Pulmonology	868
Emergency Medicine Specialist	18,504	Pediatric Radiology	433
Endocrinology & Metabolism	4,433	Pediatric Surgeon	869
Epileptologist	10	Pediatrician	40,538
Family Practitioner	68,381	Physical Medicine/Rehab Spec	5,543
Gastroenterologist	14,591	Plastic Surgeon	8,684
General Practitioner	2,988	Podiatrist	15,532
General Surgeon	16,747	Preventive Medicine Specialist	131
Genetics Specialist	559	Psychiatrist	17,905
Geriatrician	1,357	Psychologist	6,109
Gynecologic Oncologist	968	Pulmonary Critical Care	4,389
Gynecologist	4,367	Pulmonologist	4,446
Hand Surgeon	547	Radiation Oncologist	4,884
Head & Neck Surgery	84	Radiologist	5,502
Hematologist	400	Reproductive Endocrinology	1,517
Hepatologist	271	Rheumatologist	4,340
Holistic Medicine	203	Sleep Medicine	583
Immunologist	56	Sport Medicine Specialist	725
Infectious Disease Specialist	4,309	Thoracic Surgeon	3,122
Internal Medicine/Pediatrics	1,712	Transplant Surgeon	651
Internist	60,056	Trauma Surgeon	411
Neonatologist	3,565	Urgent Care Specialist	2,424
Nephrologist	11,021	Urologist	12,465
Neurologist	11,343	Vascular & Interventional Rad	1,170
Neuroradiology Specialist	1,189	Vascular Surgeon	2,654
Neurosurgon	4,516		
Nuclear Medicine Specialist	470		
Obstetrician/Gynecologist	32,554		

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 12/2/11. For more information call SK&A directly at:

Corporate Office

Irvine, CA: (800) 752-5478

Brokers Welcome

- Available by Name & Title
- Updated Daily
- Guaranteed 100% Deliverable

PRICING AND SELECTION

Base Price	\$100.00/M
Title Selects	\$10.00/M
Phone Numbers	\$55.00/M
Emails	\$425.00/M
Fax Numbers	\$75.00/M
Hospital Affiliation	\$55.00/M
Ownership or Affiliation	\$10.00/M
Gender	\$10.00/M
State/SCF	\$10.00/M
Beds	\$10.00/M
Key-Coding up to 8 Digits	\$5.00/M
Minimum Order (5,000 names)	\$500.00 flat

DELIVERY FORMATS

E-mail/FTP-\$100.00, Labels-\$20.00/M, CD-ROM-\$75.00 **Inquire about other options.**

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.

*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