

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	178	Nuclear Medicine Specialist	635
Addiction Medicine	161	Obstetrician/Gynecologist	30,062
Adolescent Medicine	167	Occupational Medicine Spec	1,852
Aerospace Medicine	173	Orthopedic Foot & Ankle	198
Allergist/Immunologist	4,672	Oncologist/Hematologist	9,711
Allergist	473	Oncologist	1,040
Anesthesiologist	23,794	Ophthalmologist	22,176
Bariatrician	194	Optometrist	5,664
Cardiovascular Disease	25,244	Orthopedic Reconstructive Sgn	167
Critical Care Specialist	206	Orthopedic Surgeon	24,826
Child Neurology	948	Orthopedic Spine Surgeon	950
Child Psychiatrist	1,337	Other	298
Chiropractor	870	Otolaryngologist	10,421
Colon/Rectal Surgeon	1,148	Pain Management Specialist	2,384
Diabetes Specialist	47	Pulmonary Critical Care	3,719
Dermatologist	9,820	Pediatric Critical Care	379
Dermatopathology	207	Pediatric Cardiology	2,084
Dentist/Oral Surgeon	808	Pediatric Endocrinology	763
Osteopathic Physician	194	Pediatric Pulmonology	724
Diagnostic Radiologist	30,195	Pediatric Radiology	353
Emergency Medicine Specialist	15,339	Pediatric Surgeon	742
Endocrinology & Metabolism	3,903	Pediatrician	38,553
Family Practitioner	65,706	Pediatric Gastroenterology	946
Gastroenterologist	12,812	Physical Medicine/Rehab Spec	5,028
Genetics Specialist	490	Pediatric Hematology/Oncology	966
Geriatrician	958	Plastic Surgeon	9,906
General Practitioner	3,196	Podiatrist	15,241
General Surgeon	15,896	Psychologist	6,084
Preventive Medicine Specialist	163	Psychiatrist	17,272
Gynecologist	3,731	Pathologist	7,949
Gynecologic Oncologist	740	Pulmonologist	3,957
Hand Surgeon	500	Radiologist	4,950
Hematologist	286	Radiation Oncologist	4,387
Hepatologist	145	Reproductive Endocrinology	1,208
Head & Neck Surgery	74	Rheumatologist	3,749
Holistic Medicine	213	Sleep Medicine	478
Immunologist	53	Sport Medicine Specialist	654
Internal Medicine/Pediatrics	1,596	Thoracic Surgeon	2,910
Infectious Disease Specialist	3,703	Transplant Surgeon	665
Internist	56,603	Trauma Surgeon	269
Neonatologist	3,205	Urgent Care Specialist	2,307
Nephrologist	9,875	Urologist	10,676
Neuroradiology Specialist	1,261	Vascular Surgeon	2,337
Neurologist	9,964	Vascular & Interventional Rad	1,092
Neurosurgeon	4,139		

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 8/18/10. 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