

DESCRIPTION OF DATABASE

This site-based file identifies all practicing physicians within the group-practice setting containing three or more physicians. Individually targeting physicians within a practice group can be difficult, but with this list, marketing to them with one single message is more direct and efficient. Contacts on this list can be selected by specialty, number of physicians and more than 25 job titles.

Offers excellent results for: marketing and advertising for pharmaceuticals, CME programs, recruitment services, patient compliance programs, practice software, medical equipment and supplies, office needs, or publication subscriptions; building early relationships with prescribers; and market planning and analysis.

SPECIALITY COUNTS

No Specialty	24	Obstetrician/Gynecologist	23,807
Accupuncturist	211	Occupational Medicine Spec	1,205
Allergist/Immunologist	2,952	Oncologist/Hematologist	8,406
Allergist	355	Oncologist	959
Anesthesiologist	25,030	Ophthalmologist	17,850
Bariatrician	93	Optometrist	5,761
Cardiologist	22,753	Orthopedic Surgeon	21,520
Colon/Rectal Surgeon	336	Otolaryngologist	7,499
Child Neurology	864	Pulmonary Critical Care	3,343
Chiropractor	940	Pediatric Critical Care	440
Critical Care Specialist	825	Pediatric Cardiology	2,003
Diabetes Specialist	31	Pediatric Endocrinology	776
Dermatologist	6,240	Pediatric Pulmonology	707
Dentist/Oral Surgeon	887	Pediatric Radiology	415
Osteopathic Physician	152	Pediatric Surgeon	730
Diagnostic Radiologist	33,649	Pediatrician	31,759
Emergency Medicine Specialist	16,471	Pediatric Gastroenterology	930
Endocrinologist	2,987	Physical Medicine/Rehab Spec	3,869
Family Practitioner	47,532	Pediatric Hematology/Oncology	1,033
Gastroenterologist	9,806	Plastic Surgeon	4,818
Genetics	439	Podiatrist	7,004
Geriatrician	851	Psychologist	8,013
General Practitioner	1,995	Psychiatrist	14,451
General Surgeon	11,030	Pathologist	8,102
Preventive Medicine Specialist	123	Pulmonologist	3,152
Gynecologist	2,201	Radiologist	6,338
Hematologist	316	Radiation Oncologist	3,612
Immunologist	67	Retinal Specialist	887
Internal medicine/Pediatrics	1,168	Rheumatologist	2,796
Infectious Disease Specialist	3,308	Sport Medicine Specialist	645
Internist	38,938	Thoracic Surgeon	2,337
Neonatologist	3,221	Urgent Care Specialist	2,500
Nephrologist	8,762	Urologist	8,245
Neurologist	7,555	Vascular Surgeon	1,854
Neurosurgeon	3,230	Vascular & Interventional Rad	1,186
Nuclear Medicine Specialist	643	Other	176

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

TOTAL SITES

70,190

NUMER OF PHYSICIANS IN GROUP PRACTICE

3 to 5 Physicians	166,141
6 to 9 Physicians	108,444
10 to 19 Physicians	97,552
20 or More Physicians	102,776

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
Fax Numbers	\$75.00/M
Gender	\$10.00/M
Physician or Practice Specialty	\$10.00/M
Number of Physicians	\$10.00/M
State/SCF	\$10.00/M
Key-Coding up to 8 Digits	\$10.00/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