

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	382	Occupational Medicine Spec	1,153
Accupuncturist	243	Oncologist/Hematologist	9,325
Allergist/Immunologist	3,083	Oncologist	1,298
Allergist	414	Ophthalmologist	18,628
Anesthesiologist	25,894	Optometrist	6,071
Bariatrician	112	Osteopathic Physician	18,628
Cardiologist	23,783	Orthopedic Surgeon	23,548
Colon/Rectal Surgeon	339	Otolaryngologist	7,894
Child Neurology	1,107	Pulmonary Critical Care	3,665
Chiropractor	947	Pediatric Critical Care	490
Critical Care Specialist	897	Pediatric Cardiology	2077
Diabetes Specialist	56	Pediatric Endocrinology	908
Dermatologist	6,570	Pediatric Pulmonology	783
Dentist/Oral Surgeon	1,990	Pediatric Radiology	440
Diagnostic Radiologist	34,676	Pediatric Surgeon	804
Emergency Medicine Specialist	18,088	Pediatrician	32,980
Endocrinologist	3,236	Pediatric Gastroenterology	1,094
Epileptologist	7	Physical Medicine/Rehab Spec	4,135
Family Practitioner	48,794	Pediatric Hermatology/oncology	1,173
Gastroenterologist	11,688	Plastic Surgeon	3,926
Genetics	481	Podiatrist	7,028
Geriatrician	1,129	Psychologist	7,821
General Practitioner	1,964	Psychiatrist	15,137
General Surgeon	11,435	Pathologist	8,307
Preventive Medicine Specialist	97	Pulmonologist	3,450
Gynecologist	2,695	Radiologist	5,721
Hematologist	418	Radiation Oncologist	3,767
Immunologist	56	Retinal Specialist	1,177
Internal medicine/Pediatrics	1,251	Rheumatologist	3,203
Infectious Disease Specialist	3,526	Sport Medicine Specialist	634
Internist	40,102	Thoracic Surgeon	2,302
Neonatologist	3,364	Urgent Care Specialist	2,656
Nephrologist	9,208	Urologist	9,760
Neurologist	8,660	Vascular Surgeon	2,037
Neurosurgeon	3,438	Vascular & Interventional Rad	1,197
Nuclear Medicine Specialist	601	Other	438
Obstetrician/Gynecologist	25,007		

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

72,926

NUMER OF PHYSICIANS IN GROUP PRACTICE

3 to 5 Physicians	171,821
6 to 9 Physicians	113,221
10 to 19 Physicians	101,322
20 or More Physicians	113,894

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

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TERMS AND CONDITIONS

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