

DESCRIPTION OF DATABASE

This is the largest and most accurate file of office-based physicians that targets professionals at their offices. SK&A identifies more than 638,000 physicians in almost 90 specialties and all practice types (solo, partnership or group). The database can also classify physicians by state license numbers and DEA, NPI and UPIN numbers. Additional unique selections include linking to hospital affiliation, group practice ownership, health-system linking codes, office size, Electronic Medical Record usage, physician access and whether or not surgery is performed on site.

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.

SPECIALITY COUNTS

Acupuncturist	349	Neurosurgeon	4,982
Addiction Medicine	314	Nuclear Medicine Specialist	715
Adolescent Medicine	282	Obstetrician/Gynecologist	35,720
Aerospace Medicine	326	Occupational Medicine Spec	2,686
Allergist/Immunologist	5,866	Orthopedic Foot & Ankle	245
Allergist	649	Oncologist/Hematologist	12,219
Anesthesiologist	28,585	Oncologist	1,720
Bariatrician	368	Ophthalmologist	26,571
Cardiovascular Disease	29,739	Optometrist	6,998
Critical Care Specialist	417	Orthopedic Reconstructive Sgn	185
Child Neurology	1,422	Orthopedic Surgeon	30,091
Child Psychiatrist	2,521	Orthopedic Spine Surgeon	1,027
Chiropractor	1,405	Otolaryngologist	12,297
Colon/Rectal Surgeon	1,421	Pain Management Specialist	3,392
Diabetes Specialist	133	Pulmonary Critical Care	4,549
Dermatologist	12,735	Pediatric Critical Care	531
Dermatopathology	368	Pediatric Cardiology	2,348
Dentist/Oral Surgeon	3,194	Pediatric Endocrinology	1,071
Diagnostic Radiologist	36,648	Pediatric Pulmonology	932
Emergency Medicine Specialist	20,717	Pediatric Radiology	466
Endocrinology & Metabolism	4,941	Pediatric Surgeon	937
Epileptologist	8	Pediatrician	44,594
Family Practitioner	84,930	Pediatric Gastroenterology	1,311
Gastroenterologist	15,742	Physical Medicine/Rehab Spec	6,742
Genetics Specialist	600	Pediatric Hematology/Oncology	1,295
Geriatrician	1,669	Plastic Surgeon	9,705
General Practitioner	5,516	Podiatrist	17,282
General Surgeon	18,259	Psychologist	8,750
Preventive Medicine Specialist	255	Psychiatrist	28,132
Gynecologist	5,142	Pathologist	9,497
Gynecologic Oncologist	1,078	Pulmonologist	5,017
Hand Surgeon	555	Radiologist	6,726
Hematologist	602	Radiation Oncologist	5,358
Hepatologist	274	Reproductive Endocrinology	1,854
Head & Neck Surgery	97	Rheumatologist	5,008
Holistic Medicine	491	Sleep Medicine	689
Immunologist	81	Sport Medicine Specialist	877
Internal Medicine/Pediatrics	1,932	Thoracic Surgeon	3,302
Infectious Disease Specialist	4,585	Transplant Surgeon	776
Internist	69,717	Trauma Surgeon	417
Neonatologist	3,785	Urgent Care Specialist	3,437
Nephrologist	11,684	Urologist	13,902
Neuroradiology Specialist	1,360		
Neurologist	13,555		

Also available:

Addiction Medicine
Adolescent Medicine
Aerospace Medicine
Child Psychiatrist
Dermatopathology
Forensic Psychiatrist
Gynecologic Oncologist
Hand Surgeon
Head & Neck Surgeon

Hepatologist
Holistic Medicine
Medical Toxicologist
Neuroradiology Specialists
Orthopedic Foot & Ankle
Orthopedic Recon. Surgeon
Orthopedic Spine Surgeon
Pain Management Specialist
Sleep Medicine
Transplant Surgeon
Trauma Surgeon

NUMBER OF PHYSICIANS IN

Group Practicing Setting	500,258
Partnership Practicing Setting	85,828
Solo Practicing Setting	138,983

Note: The specialty counts above may 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
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