

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

Accupuncturist	225		
Allergist/Immunologist	5,210	Obstetrician/Gynecologist	32,164
Allergist	601	Occupational Medicine Spec	2,790
Anesthesiologist	24,902	Oncologist/Hematologist	9,918
Bariatrician	282	Oncologist	1,012
Cardiologist	25,955	Ophthalmologist	24,508
Colon/Rectal Surgeon	1,235	Optometrist	6,142
Critical Care Specialist	314	Orthopedic Surgeon	25,564
Child Neurology	1,034	Otolaryngologist	10,886
Chiropractor	1,216	Pulmonary Critical Care	3,511
		Pediatric Critical Care	373
Diabetes Specialist	48	Pediatric Cardiology	2,068
Dermatologist	11,510	Pediatric Endocrinology	802
Dentist/Oral Surgeon	884	Pediatric Pulmonology	722
Osteopathic Physician	350	Pediatric Radiology	265
Diagnostic Radiologist	29,698	Pediatric Surgeon	828
Emergency Medicine Specialist	15,219	Pediatrician	40,998
Endocrinologist	4,127	Pediatric Gastroenterology	949
Family Practitioner	79,720	Physical Medicine/Rehab Spec	5,766
Gastroenterologist	13,071	Pediatric Hematology/oncology	962
Genetics	548	Plastic Surgeon	11,152
Geriatrician	1,178	Podiatrist	17,327
General Practitioner	5,198	Psychologist	8,364
General Surgeon	16,969	Psychiatrist	25,906
Preventive Medicine Specialist	234	Pathologist	8,773
Gynecologist	4,090	Pulmonologist	4,368
Hematologist	329	Radiologist	7,083
Immunologist	73	Radiation Oncologist	4,533
Internal medicine/Pediatrics	1,645	Reproductive Endocrinology	1,283
Infectious Disease Specialist	3,944	Rheumatologist	3,912
Internist	63,428	Sport Medicine Specialist	702
Neonatologist	3,181	Thoracic Surgeon	3,393
Nephrologist	9,933	Urgent Care Specialist	3,010
Neurologist	10,790	Urologist	11,141
Neurosurgeon	4,209	Vascular Surgeon	2,332
Nuclear Medicine Specialist	622	Vascular & Interventional Rad	786
		Other	305

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
Hepathologist	Trauma Surgeon

NUMBER OF PHYSICIANS IN

Group Practicing Setting	446,301
Partnership Practicing Setting	81,210
Solo Practicing Setting	114,924

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 2/12/10. For more information call SK&A directly at:

Corporate Office

Irvine, CA: (800) 752-5478

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