

DESCRIPTION OF DATABASE

File description: This is the largest and most accurate database of Primary Care Physicians at their business address. These physicians are busy prescribers who have above average daily patient volumes. They are involved in general and family practice, internal medicine and pediatric medicine. You can target these physicians not only by geography and practice size, but also by prescribing volume. Additional unique selections include linking to hospital affiliation, group practice ownership and health system linking code. The Primary Care Physicians database is 100% phone-verified by SK&A and audited annually by BPA.

Best uses: pharmaceutical marketing, continuing education, practice software, medical equipment, office needs, publications.

PRIMARY CARE COUNTS

Family Practitioner	112,584
General Practitioner	6,998
Internist	77,443
Pediatrician	50,754

Also available:

Addiction Medicine	Neuroradiology Specialists
Adolescent Medicine	Nuclear Medicine Specialist
Aerospace Medicine	Obstetrician/Gynecologist
Allergist/Immunologist	Occupational Medicine Spec
Allergist	Oncologist/Hematologist
Anesthesiologist	Oncologist
Bariatrician	Ophthalmologist
Cardiologist	Optometrist
Child Psychiatrist	Orthopedic Surgeon
Colon/Rectal Surgeon	Orthopedic Foot & Ankle
Critical Care Specialist	Orthopedic Recon. Surgeon
Diabetes Specialist	Orthopedic Spine Surgeon
Dermatologist	Osteopathic Physician
Dermatopathology	Otolaryngologist
Dentist/Oral Surgeon	Pain Management Specialist
Diagnostic Radiologist	Pediatric Surgeon
Emergency Medicine Specialist	Physical Medicine/Rehab Spec
Endocrinologist	Plastic Surgeon
Forensic Psychiatrist	Podiatrist
Gynecologic Oncologist	Preventive Medicine Specialist
Gastroenterologist	Psychologist
Genetics	Psychiatrist
Geriatrician	Pathologist
General Surgeon	Pulmonologist
Gynecologist	Radiologist
Hematologist	Radiation Oncologist
Holistic Medicine	Rheumatologist
Hand Surgeon	Sleep Medicine
Head & Neck Surgeon	Sport Medicine Specialist
Hepathologist	Thoracic Surgeon
Immunologist	Transplant Surgeon
Infectious Disease Specialist	Trauma Surgeon
Neonatologist	Urgent Care Specialist
Nephrologist	Urologist
Neurologist	Vascular Surgeon
Neurosurgeon	

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
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- Guaranteed 100% Deliverable

PRICING AND SELECTION

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Fax Numbers	\$75.00/M
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Physician or Practice Specialty	\$10.00/M
Number of Physicians	\$10.00/M
State/SCF	\$10.00/M
Key-Coding up to 8 Digits	\$5.00/M
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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

Note: The specialty counts above include some duplication. Please call SK&A corporate office for net counts to avoid duplication.