



## SK&A News Alert - May 2016

### The Top 50 Nursing Homes and Groups in the U.S.

The demand for nursing home care is increasing as the elderly population grows. To see where your best market opportunities are in the elder care marketplace, download SK&A's 2016 U.S. Elder Care Market Summary, which shows the top 50 nursing homes and more.



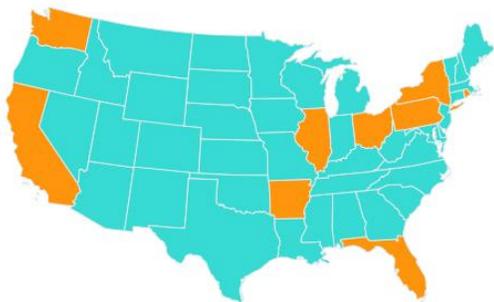
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### SK&A Passes BPA Audit for 19th Year in a Row

When we say our data is accurate, we say it with confidence. Recently, 1.7 million physician, hospital and pharmacy contacts from the SK&A database were audited and validated by BPA Worldwide, the leader in media auditing, integrity and objectivity.

[Read More](#)

## The 10 Most Powerful Pharmacies



View this infographic to see which 10 U.S. pharmacies have the most pharmacists. Also includes the top 5 U.S. pharmacy chains and number of stores per chain.



## Channel Metrics

### Results

In 2015, SK&A sold over 400 million HCP contact records

Every year SK&A tracks which channels marketers use the most to connect with healthcare practitioners and how many HCP records are purchased by industry. See our 2015 results for competitive intelligence on the healthcare marketing landscape.



*"CFOs were asked to consider both net inpatient and outpatient revenue derived from patient referrals, tests, prescriptions and procedures."*

## Which Physicians Generate the Most Revenue for Hospitals?

A new survey of hospital CFOs reveals four key findings about how much physicians are paid and which physicians, across 18 medical specialties, bring in the most revenue.

[Read More](#)

Improve Direct Mail Results With Superior Physician Data

If your physician mailing list is incomplete or out-of-date, there's one thing you can be certain of: less-than-stellar marketing results. SK&A's physician mailing list gives you instant access to the most robust and accurate physician contact list available. Use it to create targeted postal and email campaigns and improve your success rate!

[See What's Inside the Physician Mailing List](#)



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