

SK&A



SK&A News Alert - August 2017

Top 25 Integrated Health Systems

Penetrating the health system market requires a different approach from the traditional sales model of engaging providers on a site-by-site basis. Due to the size and complexity of health system networks, decision-making processes are centralized and individual providers have less influence. This updated report from SK&A provides insights that can be used to adjust sales and territory planning and identify new opportunities. Download it to see:

- Health system headquarters
- Territory designations
- Number of hospitals, medical groups and nursing homes
- Number of MDs & DOs



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An Inside Look at the Hospital C-Suite and Directors

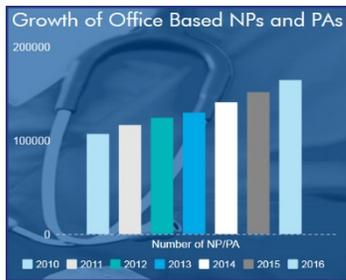
Consolidations am

ong U.S. hospitals make it difficult to track who the leaders are, what they care about and what role they play in the decision-making process. This new whitepaper provides insight into the current makeup of clinical and non-clinical hospital leaders and includes an overview of factors driving their purchasing decisions.

[Read Whitepaper](#)

INFOGRAPHIC

Provider Spotlight: NPs & PAs



NPs and PAs are playing a major role in the delivery of healthcare services. Their scope-of-practice authority is expanding and they're filling in for doctors where shortages are rampant. View this infographic for a detailed breakdown of the NP and PA market.

[View Infographic](#)

How to Connect with Hospital Decision Makers

Hospital decision makers are an essential target for healthcare stakeholders across multiple industries, but mergers, acquisitions and other changes can quickly make data old and ineffective — unless you're using data from SK&A. Our hospital data is continuously updated to ensure that you stay connected with the most current decision makers at over 7,000 U.S. hospitals.

[Learn More](#)

"Depending on what gets changed with the ACA, it could have a huge financial impact on our system over the next five years, up to a billion dollars."

Top 5 Concerns of Healthcare CFOs

Fifty healthcare finance leaders will be meeting this month to collaborate on ways to fortify their organizations' fiscal health. This article outlines the top 5 issues they will be addressing in a series of peer-to-peer roundtables.

[Read More](#)

Key Resources

[Prescriber Emails](#) - Connect with over 950k prescribers by email

[Proof of Our Data Quality](#) - Read our audit report for details on our data quality

[SK&A Video](#) - See all the different ways our data and solutions can be used

[Free Data Samples](#) - Sign up to receive up to 50 free HCO records



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