



## SK&A News Alert - September 2017

### Commercial Access to Physicians

SK&A has been charting commercial access to physicians since 2010, and our latest analysis reveals that doctors who designated themselves as "no access" to commercial visits has doubled in the last seven years. Sales teams in medical device, healthcare IT, and other health-related industries should read this report to understand historical patterns as well as the current state of commercial access by practice specialty, site ownership, office size, daily patient volume and more.



 Download

## Provider Spotlight: ER Doctors

Demand for Emergency Room Medical Specialists, commonly known as ER doctors, is one of the strongest in healthcare, with growth rates expected to exceed 24 percent from 2012-2022. Find out what factors are driving this trend, as well as key insights on regional counts, health system employment, ACO participation, drug sample acceptance rates and more.

[Read Whitepaper](#)

## INFOGRAPHIC

### Top 5 Integrated Health Systems



The rise of integrated health systems has created new opportunities for commercial teams. View this infographic for up-to-date insights on the top 5 health systems, ranked by number of hospitals, in the U.S. today.

 [View Infographic](#)

## Marketer's Must-Have: Health System Data

Integrated health systems are large, complex networks that must be approached differently than other healthcare organizations: Marketers must understand the impact of affiliations on purchasing decisions and have the ability to identify multiple influencers, both clinical and corporate. Robust health system data from SK&A, which includes over 650,000 contacts, can help you develop rich prospect profiles to improve your outcomes.

[Learn More](#) 

*"Hospitals would have to 'right size' their employed physician cadres, reducing employment to mission-critical strategic areas."*

## Tilting Back Toward Independent Medical Practice and What It Might Mean for Hospitals

U.S. hospitals were major beneficiaries of the Affordable Care Act, says Jeff Goldsmith, associate professor of public health sciences at University of Virginia, but new policy options could turn the tide back in favor of independent physician practices.

[Read More](#)

### Key Resources

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

[Real-Time Data Integration](#) - Current physician data delivered to your own system

[Channel Metrics Results](#) - See which channel marketers use most to reach doctors

[SK&A Pricing](#) - Quick guide to pricing, delivery formats and specialty products



#### Visit SK&A at

#### MGMA 2017 Annual Conference

Booth #412

Anaheim Convention Center

October 8 - 11

Anaheim, California

#### This email was sent by:

QuintilesIMS | 2601 Main Street Suite 650 | Irvine CA 92614

#### This email was sent to:

[Unsubscribe](#) | [Update Profile](#)

