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October 2010

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HEALTHCARE INSIGHTS

Target the 50 Most Powerful Hospital Corporations. The "Top 50 Hospital Management Corporations Report" by SK&A ranks organizations by the number of hospitals within each group. HMCs are corporations that own multiple hospitals and nursing homes around the U.S., giving them large-scale operational needs and broad purchasing authority. Segment and reach out to these influential players for healthcare IT products, medical equipment and supplies, human resources planning, and much more. [Download complimentary report to see which HMCs made the ranking.](#)

INDUSTRY NEWS

Doctors are not the Only Ones Going Digital. Healthcare marketers have been fixated on the digital activity of physicians as of late, but according to a study by Manhattan Research, nurses' online habits are becoming just as relevant and valuable. Measuring the media preferences, professional resource mix, and digital behaviors and attitudes of U.S. nurses and physician assistants, the results of the study outline four major digital trends. [Read more.](#)

Doctors Look to Friends Before Making EHR Decisions. With EHR adoption still well below 50 percent, the *Journal of the American Medical Informatics Association* recently studied physicians and residents from a clinic at a Pennsylvania hospital that was adopting EHR to see what the biggest influencer was in EHR adoption. [Read more about the findings.](#)

AMA Royalty Rates Announced. As 2010 comes to an end, the American Medical Association recently announced its upcoming database royalty rates for the new year. The organization says it uses the royalty fees to keep up the hygiene of its physician list. [Find out about increases in royalty rates.](#)

LISTS & DATABASES

Newly Updated Physician Specialty Counts. Reach 675,000 doctors at 233,000 sites by almost 100 practice areas. SK&A's Office-Based Physician list's most recent updates include 650 new internists, 645 new diagnostic radiologists, 585 new anesthesiologists and much more. This list is telephone-verified every six months in SK&A's California-based Research Center with 60 Research Associates, guaranteeing you always-fresh data. [Learn more.](#)

Target 643,000 Physicians at 213,000 Offices by EHR Usage. With federal requirements for Electronic Healthcare Records approaching, getting in touch with the right office-based physicians with related product and service information or announcements is vital. Build your own Office-Based Physician list by whether or not sites are currently using EHR. Narrow your selections by practice specialty, geography, office size and many other variables. [Learn more.](#)

SPECIAL OFFERS

For Quick Online Look-ups, Try Live Access for Free for 14 Days. *Live Access* is SK&A's online search tool that gives you instant access to physician, pharmacist and hospital data any time of day. Look up names, addresses, phone numbers and fax numbers within any of our databases, which are telephone-verified every six months. *Live Access* even displays partners, affiliations and more. The best part is you can export and save results in Word and Excel formats. [Start your 14-day trial.](#)

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