

Office-Based Physician Lists

[1,233,275 Office-Based Physicians and Decision Makers](#)

[583,404 Office-Based Physician Email Addresses](#)

[257,318 Primary Care Physicians](#)

Missed Last Month's Newsletter?

[Study: Physician Age Does Affect](#)

[EHR, Technology Adoption](#)

[HIT Ranks Number One for Hottest](#)

[Careers](#)

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HEALTHCARE INSIGHTS

EHR Adoption Continues to Climb in Physician Offices. SK&A's recently updated "Physician Office Usage of Electronic Health Records Software" report revealed that 40.4 percent of offices now have EHR software, an overall 2-percent jump since October 2010. Another significant trend identified in the survey of 237,562 U.S. physician sites was a 5-percent increase in EHR adoption in hospital-owned physician offices. In addition to ownership determinants, adoption trends also lie within offices that have more physicians on staff and higher daily patient volumes. [Download complimentary report.](#)

Physician Density Report Segments Medical Offices by State and Size. Get a glimpse of the states that have the most physician sites and identify those sites by size. In this report, medical offices are broken down by size brackets such as one physician, two physicians, three to five physicians, six to nine physicians and so on to reveal a deep profile of the state's medical office market. This report is ideal for sales-rep territory management, allocation of sales resources, test mailers or matching to your legacy database.

[Download complimentary report.](#)

INDUSTRY NEWS

What's the Next Generation of Physician Targeting? SK&A's latest blog reviews the evolution of physician segmentation techniques and where it is headed next. At one time, healthcare marketers had limited capabilities in reaching out to and understanding the behavior of doctors. Increasingly sophisticated data-research methods and technology are now allowing healthcare marketers to understand a whole new dimension of physicians. Find out more about what the future of physician targeting holds. [Read more.](#)

Study: Older Physicians More Likely to Own Tablet Computers. Despite research that shows younger physicians are in fact adopting smartphones and EHR technology at a faster rate, a new study by QuantiaMD found that physicians who have been practicing for 31 years or more are just as likely to own a tablet computer or plan to purchase one as doctors fresh out of medical school. Find out more about this newly discovered physician trend. [Read more.](#)

LISTS & DATABASES

Which Industry is Buying the Most Healthcare Data? In an assessment of contact records delivered by industry, the medical equipment, technology and manufacturing sector led business for January through June 2011, according to SK&A. Find out how many data records were delivered over 12 healthcare-related industries. [Read more.](#)

Maximize Outreach to Physicians with Hospital Affiliations. Increase sales opportunities by targeting physicians who not only practice within medical offices, but also have admitting privileges at nearby hospitals. SK&A can now identify hospital affiliations for 85 percent of its Office-Based Physician database, which represents 614,920 physicians. Review physician counts by specialty. [Read more.](#)