

EHR Decision Maker Lists

[12,118 Materials Management/ Purchasing Decision Makers in Healthcare](#)

[238,784 Hospital Management Decision Makers](#)

[254,394 Business Office Managers in Healthcare](#)

Upcoming Events

[MGMA Annual Conference](#)

Las Vegas Convention Center October 23-26, 2011

Visit SK&A at Booth 406

SK&A in the News

[EHR Use Has Increased](#)

[Among Physician Practices](#)

[ONC to Track Nationwide](#)

[EHR, Info-exchange Use](#)

[ONC Will Assess EHR Adoption, Clinical Exchange by](#)

[Region](#)

Missed Last Month's Newsletter?

[What's the Next Generation](#)

[of Physician Targeting?](#)

[Study: Older Physicians More](#)

[Likely to Own Tablet](#)

[Computers](#)

[SK&A Newsletter Archive](#)



HEALTHCARE INSIGHTS

23 Percent of Physicians Will Not See Device Reps. According to SK&A's recently updated Physician Access study, only three-quarters of physicians will see device or drug reps, with 50 percent preferring or requiring appointments. This nationwide survey measures physician access based on determinants such as location, specialty, ownership and office size. Take advantage of this complimentary national report to optimize your sales rep outreach strategy. [Download complimentary report.](#)

EHR Adoption Continues to Climb in Physician Offices. SK&A's 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.](#)

INDUSTRY NEWS

\$400 Million EHR Incentive Payments Issued. As more and more providers adopt and prove meaningful use of EHRs, incentive payments per the American Recovery and Reinvestment Act of 2009 have begun to roll in. According to the Centers for Medicare and Medicaid Services, 77,000 providers have registered to receive incentive payments. Find out more about providers who are eligible to receive EHR incentives and other EHR adoption developments. [Read more.](#)

What is the Biggest EHR Adoption Driver? A recent survey by Sage Healthcare Division examined physician perceptions and attitudes toward EHR systems. According to the findings, meaningful use is the strongest driver to implement EHRs for physicians, with 64 percent of respondents in agreement. The survey questioned both EHR adopters and those who plan to adopt to learn more about decision-making factors and opinions. Discover key findings from the survey. [Read more.](#)

LISTS & DATABASES

Email Performance Archive Reveals 2010 Healthcare Email Trends. SK&A's web resource, the Email Performance Archive (EPA), which tracks campaign trends from emails deployed by SK&A on behalf of its healthcare clients, was updated with results for the second half of 2010. Details of the results are now available in SK&A's viewable report on its website. View the findings with sent, open and click-through rankings by email and physician type to forecast your strategy for the rest of 2011. [View email metrics for 2010.](#)

SPECIAL OFFERS

Last Chance to Catch Summer Sale with Two Multichannel Data Offers. Avoid the summer slump in sales by targeting prospects with a three-pronged multichannel marketing campaign by SK&A. Choose from two packages that will allow you to select your audience and reach out to it by direct mail, email and phone to maximize responses and interest. Find out more about these two summer offers. Contact your SK&A sales rep today, because these offers expire August 31, 2011. [Learn more.](#)