

Health IT Decision Maker Lists

[1,218,099 Office-Based Physicians and Decision Makers](#)

[255,881 Business Office Managers](#)

Data Solutions Video Series

[My Data Dilemma Episode 1](#)

[Video Series Press Release Announcement](#)



[Watch us on YouTube](#)

[Sign Up for SK&A Mobile Alert](#)



HEALTHCARE INSIGHTS

Top 50 ZIP Codes with Most Physicians. Reach your target healthcare providers by identifying densely physician-populated areas by ZIP code. The "Top 50 ZIP Codes with Most Physicians" report and database helps healthcare marketers pinpoint the most concentrated physician communities. Physicians in these populous regions can be targeted by specialty, office size, group affiliation, hospital affiliation and other variables. The report includes city, state, physician count and site count for each ZIP.

[Download complimentary report.](#)

LISTS & DATABASES

Who are the Medical Office Decision Makers for EHR? In the recently updated "Physician Office Usage of Electronic Health Records Software" report, a sample of SK&A's Office-Based Physician database was questioned about which office decision maker would be making decisions for EHR implementation. During the October 2010 survey, 51.5 percent reported that physicians were the primary decision makers for EHR. [See the surprising results from the February 2011 survey.](#)

Awareness of EHR Incentives Grows. Findings from SK&A's recently updated "Physician Office Usage of Electronic Health Records Software" report show that the number of physician offices that are aware of EHR incentives has increased by 10 percent within the last four months. Previously, only 75 percent of physician offices claimed to know about federal incentives for EHR adoption, but that number grew to 85 percent in February. [Learn more about additional survey findings.](#)

INDUSTRY NEWS

How Much will EHR Implementation Really Cost? EHR adoption planning in medical offices is in full swing, with 39 percent adoption in offices across the U.S. and many others planning to adopt within the next year. A new analysis published in the March edition of "Health Affairs" looks at a primary care practice in North Texas to average the costs associated with implementation. The study looked at costs for preparation of launch, within the first 60 days of launch, and per physician. [Find out the average costs of an EHR solution in this article.](#)

Health IT Professionals' Biggest Obstacle. A survey by Avaya taken at HIMSS 2011 in Orlando last month asked health IT professionals what their biggest challenge was in terms of providing patient care. A majority of responses focused on staff-related issues. Thirty-two percent cited "overextended clinical staff spending too much time performing non-patient care activities" as their primary obstacle, followed by "poor or lack of effective communication among staff" and "bottlenecks in patient flow." [Find out more results from this survey.](#)

SPECIAL OFFERS

Need a Quick Data Look-up? 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.](#)