

Extended Care List

[Nursing Home Managers](#)
191,721 contacts

[Home Healthcare Managers](#)
26,360 contacts

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HEALTHCARE INSIGHTS

Largest Home Healthcare Agencies Report. The home healthcare equipment industry generates more than \$20 billion in revenue annually and is one of the fastest growing segments of healthcare. Market drivers include an aging populace and their search for alternatives to expensive in-patient care. This complimentary market report identifies the top 50 agencies and the treatment services they offer. [Download report.](#)

Top 50 Medical Groups Ranked by Physician Count. SK&A's recently updated "Top 50 Medical Groups" report shows the leading U.S. medical groups with supporting data such as headquarter locations, number of offices in groups and more. Use this report to identify and target the largest medical groups with the most purchasing power. Also find out the number of offices physicians typically practice out of, what office size is the most common and much more. [Download complimentary report.](#)

INDUSTRY NEWS

Direct Marketers Brace for Postage Rate Increase. The USPS, continuing to lose money as consumers and businesses are increasingly using electronic forms of communication, requested the Postal Regulatory Commission last week to grant it an overall 5.6 percent postage rate increase. If approved, new prices would go into effect Jan. 2, 2011. Under the proposal, first-class postage would rise from 44 cents per piece to 46 cents. [Read story.](#)

U.S. Drug Sales Grew 5.1 Percent in 2009. U.S. sales of pharmaceuticals through retail and non-retail channels grew 5.1 percent in 2009, reaching \$300.3 billion, compared with growth of 1.8 percent in 2008, according to IMS Health. Antipsychotics remained the top-selling class of medications in the U.S., with 2009 prescription sales of \$14.6 billion, equal to the 2008 level. Demand for pharmaceuticals proved stronger than in the prior two years. [Read story.](#)

LISTS & DATABASES

Who Makes the Buying Decision for EHR? When it comes to purchasing Electronic Healthcare Records software, physicians are calling the shots. A recent SK&A survey of 4,102 medical sites reveals that doctors (50.5 percent) are the top decision makers, followed by business managers (24.2 percent), hospital owners (15.7 percent), and group owners (9.51 percent). Price (55 percent) is the top buying consideration, followed by functionality (19.7 percent), compatibility (14.2 percent), and product features (11.1 percent). [Read about our physician EHR database.](#)

Physician Hospital Affiliations Climb to Over 1.1 Million. SK&A now offers 1,143,420 hospital affiliations for our 681,000 office-based physicians. Ninety percent of doctors are affiliated with at least one hospital. The average affiliation is 1.67 hospitals per prescribing doctor. Refer to this newly updated list resource to connect with doctors who have admitting privileges at nearby hospitals. [Learn more.](#)

SPECIAL OFFERS

Try SK&A's Top Databases for Free for 14 Days. *Live Access* empowers you to search online and get instant access to physician, pharmacist and hospital data on your schedule, not ours. 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.](#)