

## High-earning Physician Lists

[36,000 Diagnostic Radiologists](#)

[34,700 Orthopedic Surgeons](#)

[19,000 General Surgeons](#)

## Healthcare Data Resources

[Email Performance Archive](#)

[Physician Hot List](#)

[My Data Dilemma Series](#)

## Missed Last Month's Newsletter?

[Most Physicians Have Inadequate EHR Training](#)

[Hospitals Have Growing Interest in Information Exchanges](#)

[SK&A Newsletter Archive](#)



## INDUSTRY NEWS

**10 IT Challenges for Physician Practices in 2012.** This coming year will hold a new set of challenges for practicing physicians, according to Bob Dean, vice president of technology at ChartLogic. In a recent article from Healthcare IT News, Dean outlines the top 10 challenges that physicians will have to tackle in the new year. Choosing the right EHR technology, finding skilled personnel and meeting tighter HIPAA standards are just a few of them. Find out what the other top challenges are. [Read more.](#)

**Market Booming for Wireless Monitoring Devices.** Physician interest in wireless monitoring devices is growing, as more than half of them are interested in monitoring patients off-site. According to a new report by Kalorama Information, wireless patient monitors have become the fastest-growing medical-device business segment. Learn just how much this segment has grown by revenue and why. [Read more.](#)

## HEALTHCARE INSIGHTS

**Growth in Diabetes Specialty Supports Diabetes Business Boom.** SK&A's recently updated "Physicians on the Move" report, which tracks physicians who move to new locations or practices, retire, or pass away, shows an average move rate of 13.7 percent per year based on an ongoing four-year survey by SK&A. The report also features the current 20 fastest-growing specialties, revealing 116-percent growth in the number of physicians specializing in diabetes. This trend matches studies showing increased incidents of diabetes and sales growth of diabetes medication in the U.S. Review this report to assess 86 specialties' move rates since 2008, as well as the top 20 growing specialties and move rates for medical office personnel. [Download complimentary report.](#)

**Report Shows Count of Physician Specialties by State.** The recently updated "Nationwide Physician Specialty Report" by SK&A lists U.S. states with the number of physicians who practice in each of 88 specialty areas. Use this data to focus product and service promotions to relevant specialists and to strengthen your engagement efforts. It also ranks the top 20 largest physician specialties, with family, internal and pediatric medicine topping the chart. Review the complete report to see what other specialties made the ranking. [Download complimentary report.](#)

## LISTS & DATABASES

**Office-Based Physician Database Has Most Sites Ever.** Over the last year, SK&A has added 18,281 medical sites to its Office-Based Physician database. Now with profiles for 262,292 sites throughout the U.S., the database is the most inclusive and customizable resource SK&A has to offer. It contains a total of 1.2 million professionals, including over 700,000 prescribers, and it is always 100-percent telephone-verified in SK&A's Research Center every six months. [Learn more.](#)

## SPECIAL OFFERS

**Free Data Audit Offer from SK&A Expires Soon.** Send SK&A up to 100,000 contact records and receive a no-cost report that shows the strength of your sales data. Valued at \$700, this report reveals where gaps exist in your current customer or prospect database. Then take advantage of a 25-percent discount for future data-enhancement services using our DMR Source Verified service. This one-time offer expires December 31, 2011, so send us your data today. [Sign up here.](#)