

## HEALTHCARE INSIGHTS

**New Market Study Identifies the Leading Hospital Groups.** Selling to the headquarters is more efficient than trying to reach the individual hospital manager or buyer. A new report identifies the 50 leading Hospital Management Corporations ranked by hospitals and nursing sites owned. Find the biggest sales opportunities by targeting those who have the most purchasing influence across multiple hospital and elder care sites. [Download complimentary report](#)

**Walgreens Tops List of Pharmacy Chains.** Walgreens is the nation's leading drug chain with more than 10,000 pharmacists in over 5,000 stores. See the top 25 pharmacy chains ranked by number of pharmacists. Did you know that 45% of stores have only one pharmacist? This no-cost study is a valuable resource for any sales or marketing organization targeting pharmacists. [Download report](#)

## DATABASES & RESOURCES

**Reach Busy Primary Care Physicians with Email.** Primary care physicians, who are involved in general and family practice, internal medicine and pediatric medicine, have the highest average daily patient volumes. Now you can target these busy physicians with a database of 170,000 business email addresses. Refine your targets by selecting specialty, job title, office size, location, and even prescribing volume. [Get email counts](#)

**Target 1.8 Million Providers with Fax Marketing Service.** When you need to deliver time-sensitive messages, faxing is the alternative to mail. Use faxes for urgent messages, announcements, promotions, registrations, deadlines, recalls, or new indications. With SK&A's solution, you get the fax list *and* the broadcast service. Accurate fax numbers mean higher deliverability and better results. Reach providers at medical offices, hospitals, pharmacies and elsewhere. [Learn more](#)

**Case Study: Software Developer Closes 20 Sales.** A developer of office software targeted pediatricians and closed 20 sales. A telephone campaign by a healthcare consultant yielded a 10% response rate. A medical equipment supplier saw their direct-mail results jump 50%. These are among the case studies that reveal successful marketing campaigns. How do you measure up? Browse these articles and find out. [Download now](#)

**Four Tips for Testing Your Email Campaigns.** When it comes to email testing, you can't overplan or overanalyze, according to a new white paper from Experian Marketing Services. "A Guide to Effective Email Testing" confirms what many of us already know: healthcare companies aren't testing as much as they should be and, when they do, they often have it all wrong. [Read article](#)

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## SPECIAL OFFERS

**Search Online for Sales Leads.** For anyone selling to the medical industry, SK&A's *Live Access* is a must resource. Search online and get instant access to physician, pharmacist and hospital data. Get names, addresses, phones and faxes. Identify partners, affiliations, and more. Export and save results. Sign up your entire sales team. [Start your 14-day trial](#)

**Instant List Counts and Order Delivery.** Buy mailing lists now with no minimum order size requirements. *Live Counts* offers instant list counts and pricing with same-day fulfillment. Know your costs before you buy. No need to register unless you buy. Query a database of 226,193 medical offices and 6,750 hospitals. [Begin counts now](#)

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