

Prescriber Lists

[675,000 Office-Based Physicians](#)
[59,638 Nurse Practitioners](#)
[46,075 Physician Assistants](#)

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HEALTHCARE INSIGHTS

Report Ranks the Leading U.S. Pharmacies. In SK&A's yearly "National Pharmacy Market Summary," U.S. pharmacies were ranked by size, number of pharmacists and type, revealing the leading industry players for the upcoming year. Walgreens topped the list as the largest chain in the country with 10,322 pharmacists on staff and 5,274 locations. Find out who else made this list. Use this report to support your 2011 sales and marketing plans. [Download the full report.](#)

INDUSTRY NEWS

Physicians See Strain on Practices with Healthcare Reform. Recent findings from a Merritt Hawkins survey show that physicians are unhappy about their unspoken say in healthcare reform and foresee measures contributing to the depletion of efficiency in healthcare. Sixty percent of physicians surveyed said that healthcare reform will force them to close or significantly restrict their practices to certain types of patients. [Read more of the survey's findings.](#)

How are Primary Care Physicians Using Smartphones? It's no secret that physicians have rapidly adopted smartphones this year, but results from a new report by Pri-Med also show how primary care physicians are using the devices and who the heavy users are. One of the survey's findings was that while younger doctors (35 and under) have higher usage than those 55 and older, with 80-percent ownership versus 59-percent ownership, respectively, the adoption rate of older PCPs is far greater than that of general consumers. [Read more of the survey's findings.](#)

LISTS & DATABASES

Physician Office EHR-Adoption Data Features Expanded. Since the second quarter of 2010, SK&A's Research Center has been gathering more detailed information about physician offices' EHR-adoption behavior and trends. New survey questions for those who have not adopted pertain to adoption timeframe, main buying factor, who will be the primary decision maker and awareness of EHR federal incentives. According to sample survey data, one-quarter of physicians are still not aware of federal incentives for EHR. [Learn more.](#)

Office-Based Physician Database Will Reach 700,000 Doctors by 2011. SK&A's Office-Based Physician database has been growing throughout 2010 with new physicians being added to the database every day. Currently with 675,000 physician names with connected addresses, phone numbers, email addresses, fax numbers and other high-value data points, the database is on track to break 700,000 contacts by January 2011. [Learn more.](#)

SPECIAL OFFERS

December Promotional Pricing on Prescriber Data. For the month of December, SK&A is giving you more reason to be merry with 20 to 33 percent off select unlimited prescriber data options. Individual drug and high prescriber data has been reduced to \$1,000/m, from \$1,500/m and \$1,200/m, respectively. Therapeutic class, procedure data and disease data are also \$800/m instead of \$1,000/m. Find out more about these physician prescriber-data options. [Read more.](#)