

Top Pharmacy Lists

[169,500 Pharmacists](#)

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Marketing Metrics

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HEALTHCARE INSIGHTS

National Pharmacy Market Summary Ranks Top 25 Chains. This updated SK&A study highlights the country's pharmacy chains that have the most pharmacists on staff. The report also features pharmacy counts by state, location size, ownership type and location type. The 2010 report shows a slight increase in the number of pharmacists and locations throughout the U.S. since last year. Use this report to segment and target your pharmacy audience according to geography and other parameters. [Download full report.](#)

Physicians Visited By Up to 20 Sales Reps Weekly. According to a new report, 98 percent of physicians say their offices are visited by up to 20 reps each week from the pharmaceutical or medical device industries. Even so, nearly half of physicians say they require or prefer appointments to be made prior to one-on-one meetings. These findings are available in SK&A's newly released Physician Access study. Are practice location, specialty, ownership and office size determinants in physician access? Discover the answers in this complimentary national report. [Download full report.](#)

INDUSTRY NEWS

Smartphone Usage Among Physicians on the Rise. Last month, a slew of reports were released that support the growing trend of smartphones in the healthcare sector. With literally thousands of apps that make docs' lives easier, 30 percent of physicians already use them to obtain healthcare information. It's projected that by 2012, 81 percent of physicians will be using them too. Find out why smartphones are the future of healthcare marketing. [Read more.](#)

Doctors Use Twitter to Share Info with Patients and Colleagues. According to a study conducted by independent research university Case Western University, Twitter will soon become an essential tool for medical practices. The four-year-old social media website enables physicians to share useful sources and breaking healthcare news with their followers. Learn more about this growing trend and what it means to healthcare. [Read more.](#)

LISTS & DATABASES

Geriatricians Make More Professional Changes Than Other Specialties. SK&A's Research Center continuously adds and deletes hundreds of thousands of records within its main databases. With a 16.3-percent turnover rate in medical offices in 2009, it's vital that marketers stay current on their data. The physician specialties that changed most dramatically over the past year were geriatrics (18.5%), urgent care (18%) and occupational (18%). For a weekly breakdown of the volume of doctors and offices added to the Office-Based Physician database, check out SK&A's Physician Hot List. [View weekly results.](#)

Profile Who Opened and Clicked Through Your Email Campaign. SK&A now has the capability to not only report on the number of opens and click-throughs from your email deployment but also identify each reader's name, practice area, city and state. You even have the option to purchase a list with additional information about these prospects, including postal and email address, phone number, fax number, practice size, and much more. These prospects have already shown interest in you, so use this feature to take the next step and contact them through other marketing channels. [Learn more.](#)

SPECIAL OFFERS

View SK&A's Entire Database Now with a 14-day Trial. *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 accurate 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.](#)

Purchase Sales Leads Without Waiting on Quotes. Forget fulfilling minimum purchase requirements and waiting on price quotes. *Live Counts* provides instant list counts and pricing with no minimum and same-day fulfillment. There's also no need to register unless you decide to buy. Explore a database of 223,350 medical offices and 6,750 hospitals. [Begin counts now.](#)

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