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MARKET INSIGHTS

Drug Sample Acceptance Preferences in Medical Offices. SK&A's survey of 170,000 medical sites from the OneKey database revealed an average drug sample acceptance rate of 77%. Find out which specialties have the highest acceptance rates, and understand sample acceptance preference by physician specialty and site size. Use this report to discover if your targets prefer samples to be dropped off by sales reps, mailed or both.

[Download this complimentary report to discover the preferences in drug sample storage.](#)

PHARMA INDUSTRY NEWS

Report Reveals Physicians' Online Search Behavior. A report by comScore and ImpactRx reveals that physicians are most likely to access health related content using non-referred direct access or natural search. Over 70% of doctors visited one particular health content category through natural search. [Which one?](#)

Doctors Value Details, Says PhRMA Survey. A survey of 500 American Medical Association members indicated that nearly eight out of ten doctors perceive sales reps to be useful sources of information on prescription drugs. Which type of information did over 90% of physicians find useful? [Read more.](#)

What Doctors Do With Their Smartphones. A recent survey by Knowledge Networks found that more than 60% of specialists and primary care physicians own smartphones. Besides using their smartphones for e-detailing, physicians are also using their smartphones for medical apps. [Which apps are they using?](#)

DATABASES AND RESOURCES

Latest Counts for HCP Medical Licensure Data. Maintain drug sample distribution compliance with Cegedim's Validator solution. Based on comprehensive medical license verification data from state, federal and association sources, you can gain access to 4 million reliable healthcare practitioner license records. Validator provides up to three state medical license numbers and up to two DEA numbers with the best name, consensus address, and expiry dates where available. See the counts of the available SLN, DEA, NPI, and ME identifier numbers for 21 professional titles. [View counts.](#)

SPECIAL OFFERS

Try OneKey's Data Audit to Assess the Integrity of Your Data. About 15 percent of prescribers move, retire or pass away annually, potentially leaving you with an obsolete or outdated database. Now OneKey offers you a one-time complimentary data audit of up to 10,000 records, which you can use to identify the gaps and errors that exist in your database. Your database will be matched against OneKey's industry leading healthcare reference database, which is updated every six months in SK&A's Irvine, Calif.-based Research Center.

[Read more about this offer.](#)