

Health IT Decision Maker Lists

[1,195,137 Office-Based Physicians and Decision Makers](#)

[255,881 Business Office Managers](#)

Data Solutions Video Series

[My Data Dilemma Episode 1](#)

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HEALTHCARE INSIGHTS

Track and Analyze Physician Office EHR Acceptance Trends. SK&A's recent "Physician Office Usage of Electronic Health Records" report shows a 10-percent increase in adoption levels in health- system and hospital-owned offices since January 2010. According to SK&A, which surveyed 213,500 U.S. medical sites, 38.7 percent of offices have EHR software. In addition to ownership determinants, offices with more exam rooms, more physicians on staff and higher daily patient volumes are more likely to adopt. [Download the full report.](#)

Top 50 ZIP Codes with Most Physicians. Reach your target healthcare providers by identifying densely physician-populated areas by ZIP code. The "Top 50 ZIP Codes with Most Physicians" report and database helps healthcare marketers pinpoint the most concentrated physician communities. Physicians in these populous regions can be targeted by specialty, office size, group affiliation, hospital affiliation and other variables. The report includes city, state, physician count and site count for each ZIP. [Download complimentary report.](#)

INDUSTRY NEWS

SK&A Wins Federal Contract to Measure EHR Adoption. SK&A has been awarded a contract by the U.S. Department of Health and Human Services, Office of the National Coordinator for Health IT, to provide ongoing survey information about the adoption, usage and planned usage of electronic health records by physicians in U.S. medical offices. The four-year deal represents SK&A's largest research contract ever. [Read press release.](#)

EHR Spending Will Almost Double by 2015. In a recent report by IDC Health Insights, "U.S. Electronic Health and Medical Records 2009-2015 -- Meaningful Use Spending Forecast and Analysis," findings reveal that total EHR software spending was approximately \$2 billion in 2009 and is projected to increase to about \$3.8 billion by 2015. [Read more about EHR adoption projections.](#)

Interest in EHR Incentives Grows. A variety of surveys have found that the number of hospitals and physicians that intend to take advantage of EHR incentives has increased. The National Coordinator for Health Information Technology, David Blumenthal, MD, recently cited that four-fifths of U.S. hospitals and 41 percent of office-based physicians intend to participate in federal incentive payments for adoption and use of EHR technology. [Find out other supporting statistics.](#)

LISTS & DATABASES

Reach IT Decision Makers as the EHR Clock Ticks. With more medical practices and hospitals adopting EHRs this year, now is the time to influence these decision makers as federal incentives are being offered. SK&A's Office-Based Physician database identifies offices that have adopted EHR and those who have not, and segments job titles for those offices, including 700,000 physicians, 255,881 business office managers, 7,200 CEOs and 2,500 supervisors of medical records. [Learn more.](#)

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