

## **SK&A Announces Physician Move-Rate Trends** **15.2% of specialists move each year. How many are in your database?**

**IRVINE, Calif. - April 21, 2010** - SK&A, A Cegedim Company, today released an update of its report that reveals the rate of change of office-based physicians by practice specialty. According to the report, the three-year average of physicians who moved to a new location or practice, retired, or passed away was 15.2 percent. Such changes can create obstacles to maintaining quality physician targeting lists.

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The move rate of physicians has declined from 18.2 percent in the 2008 reporting period to 12.4 percent in the 2010 period, indicating recent stability among the specialties surveyed. Allergists/immunologists were among the most stable physicians with an annual change rate of only 7 percent, while hepatologists were among the most volatile doctors with change rates nearing 20 percent. The study, conducted yearly by SK&A's Research Center, lists 86 physician specialists alphabetically with their annualized change rates. Medical office personnel move rates are also quantified.

SK&A offers a service that makes change-of-status information available to medical marketers, pharmaceutical companies or anyone trying to improve the success of personal and non-personal promotion to physicians. The service allows marketers and sales reps to reduce mailing and contact costs, and at the same time clean and augment their physician databases by adding penetration detail. SK&A maintains contact and profile information for over 666,000 physicians at 223,761 sites in a database that is continuously telephone-verified and updated.

[Which physicians move most often? Download complimentary report here.](#)

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