

### Nurse Lists

[1,409,703 Nurse Email](#)

[Addresses](#)

[300,005 Nurse Managers and](#)

[Administrators](#)

[54,123 Nurse Email](#)

[Addresses by Site Specialty](#)

### Upcoming Events

[MGMA Annual Conference](#)

Las Vegas Convention Center  
October 23-26, 2011

Visit SK&A at Booth 406

### Missed Last Month's Newsletter?

[\\$400 Million EHR Incentive](#)

[Payments Issued](#)

[What is the Biggest EHR](#)

[Adoption Driver?](#)

[SK&A Newsletter Archive](#)



### INDUSTRY NEWS

**Cost is Delaying One-third of Physician Offices from Adopting EHRs.** A Sage Healthcare Division study recently uncovered one of the primary reasons why physician offices have delayed adopting EHRs, showing that 32 percent of physicians are held back by the high cost to implement the systems. The study also showed that 77 percent of respondents saw the benefits of using such systems. Find out more details surrounding the study.

[Read more.](#)

**Physician Office Operating Spending Fell in 2010.** Although physician office operating costs have been rising since 2001, a new study by the Medical Group Management Association (MGMA) shows that U.S. medical practices cut operating expenditures by 2.2 percent last year. The findings of the study, the "Cost Survey for Multispecialty Practices: 2011 Report Based on 2010 Data," indicate that physicians took significant measures last year to stay afloat financially during tough economic times and to combat proposed cuts to Medicare payments. [Read more.](#)

### HEALTHCARE INSIGHTS

**Which U.S. State Leads with the Three Largest Home Healthcare Agencies?** With many Baby Boomers reaching retirement age, home healthcare is becoming one of the fastest-growing and financially attractive segments of healthcare. This complimentary market report identifies the top 50 home healthcare agencies as well as the treatment services offered by 7,000 agencies to give you an account of where the market stands today. [Download complimentary report.](#)

**Email Performance Archive Reveals 2011 Healthcare Email Trends.** SK&A's web resource, the Email Performance Archive (EPA), which tracks campaign trends from emails deployed by SK&A on behalf of its healthcare clients, was updated with results for the first half of 2011. Details of the results are now available in SK&A's viewable report on its website. View the findings with sent, open and click-through rankings by email and physician type to forecast your strategy for the rest of 2011 and the coming new year. [View email metrics for 2011.](#)

### LISTS & DATABASES

**Have You Reached Your Key Health IT Decision Makers?** Forty percent of physician offices are now EHR customers. Have you identified those potential buyers for ongoing high-value health IT equipment purchases? SK&A's Office-Based Physician database has record of all the offices that have adopted EHRs, and this list can be segmented by job titles for physicians, business office managers, CEOs, supervisors of medical records and more. [Learn more.](#)