

### Hospital Decision Maker Lists

[614,920 Physicians with Hospital Affiliations](#)

[133,950 Hospital Decision Maker Email Addresses](#)

[30,321 Surgery Center Decision Makers](#)

### Missed Last Month's Newsletter?

[Healthcare Jobs to Increase in 2011](#)

[Primary Care Physicians' Salaries on the Rise?](#)

[SK&A Newsletter Archive](#)



## INDUSTRY NEWS

**Physician Practices Falter on Thinning Margins.** According to the American Medical Group Association's "2011 Medical Group Compensation and Financial Survey," decreasing Medicare reimbursements and minimal physician compensation growth is driving a swift drop in physician office operating margins this year. Learn more about this trend and which physician specialties are being affected most. [Read more.](#)

**Are You Reaching Physicians on Social Media Websites?** Recent research shows that the future of marketing to physicians lies in reaching them in social networking communities. Manhattan Research found that two-thirds of doctors are now using social media for professional purposes. This month's SK&A blog offers three reasons why it is vital for healthcare marketers to participate in social media to engage physicians and other influential healthcare providers. [Read more.](#)

## HEALTHCARE INSIGHTS

**23 Percent of Physicians Will Not See Device Reps.** According to SK&A's recently updated Physician Access study, only three-quarters of physicians will see device or drug reps, with 50 percent preferring or requiring appointments. This nationwide survey measures physician access based on determinants such as location, specialty, ownership and office size. Take advantage of this complimentary national report to optimize your sales rep outreach strategy. [Download complimentary report.](#)

**Email Performance Archive Reveals 2011 Marketing 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. [View email metrics for 2011.](#)

## LISTS & DATABASES

**Hot List: Hospital Decision Makers.** With most 2011 physician job growth occurring in hospital settings, SK&A's list of hospitals can provide the most up-to-date selection of hospital decision makers in virtually any department by 100 job titles. Select from thousands of decision makers by titles such as chief of medical staff, director of pharmacy services, director of pediatric services and much more. [Learn more.](#)

