

## Email Lists

[585,545 Office-based Physician Emails](#)

[134,625 Hospital Decision Maker Emails](#)

[33,409 Pharmacists Emails](#)

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[Research Center Tour and Phone-Verification Videos](#)

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[How We Acquire Healthcare Data](#)



## HEALTHCARE INSIGHTS

### Email Performance Archive Reveals 2010 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 recently updated with results for the second half of 2010. 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. [View email metrics for 2010.](#)

**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

**What Services Do U.S. Concierge Medical Practices Offer?** The "Concierge Medicine Today" and "The Concierge Medicine Research Collective" recently released results confirming that 73 percent of concierge medical practices provide home visits. The assessment of these practices revealed typical services offered from U.S. concierge medical practices. These services also include lab tests, x-rays, online access to medical records and much more. [Read more.](#)

**States with Fewest Doctors Expected to Have Largest Medicaid Jumps.** A recent study by the Center for Studying Health System Change found alarming results that states with the highest primary care shortages are projected to have the most increases in Medicaid patients. According to the study, Medicaid programs could grow as much as 38 percent in states with low rates of primary care physicians. Medicaid is only expected to grow 15 percent in states that have high rates of the doctors. Find out more results from the survey. [Read more.](#)

## LISTS & DATABASES

**Physician Email Counts Climb in the First Quarter of 2011.** Between January 1 and April 1, 2011, SK&A's Office-Based Physician database's emails have grown from 568,925 business email addresses to 585,545 business email addresses, an increase of 16,620 new emails. Each of SK&A's physician emails is connected with a name, specialty, practice name, address, phone number, fax number and other high-value profiling information. [Learn more.](#)

**Sign up for SK&A Mobile Alerts.** Now you can learn about the latest trends, reports and other SK&A news right as it breaks with new text alerts from SK&A. Receive brief messages directing you to the latest valuable insights and findings that matter to you. SK&A will never send more than five alerts per month. To start receiving messages from SK&A, [sign up here.](#)

## SPECIAL OFFERS

### Need a Quick Data Look-up? Try Live Access for Free for 14 Days.

*Live Access* is SK&A's online search tool that gives you instant access to physician, pharmacist and hospital data any time of day. Look up names, addresses, phone numbers and fax numbers within any of our databases, which are telephone-verified every six months. *Live Access* even displays partners, affiliations and more. The best part is you can export and save results in Word and Excel formats. [Start your 14-day trial.](#)