

Top Nursing Lists

[192,200 Nursing Home Decision Makers](#)

[26,360 Home Healthcare Decision Makers](#)

Marketing Metrics

[Q4 2009 Channel Report](#)

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HEALTHCARE INSIGHTS

U.S. Elder Care Market Revealed: Top 50 Nursing Homes Ranked.

With an aging populace, elder care is a fast growing market opportunity. SK&A's report identifies the U.S. selection of nursing homes by bed count, with specific size rankings by state, nursing home group, nursing home type and nursing home ownership. Use this report to target product offers to an expanding market.

[Download complimentary report.](#)

SK&A Introduces Email Performance Archive. Stay current on the latest healthcare email campaign trends by visiting SK&A's new website resource. See the rankings of the most sent, opened and clicked-through email campaign types with updates on a quarterly basis. Learn which physicians are the most targeted and responsive. Use these insights to better position your next email campaign.

[Visit the Email Performance Archive.](#)

INDUSTRY NEWS

Report Finds 15.2% Physician Move Rate. How often do physicians move, retire or pass away? SK&A has the answers in a new three-year analysis. Compare this information to your in-house targeting lists. Medical office personnel move rates were also reported at 16.4 percent. Physicians' move rates are segmented by 86 specialties, and office personnel are listed by job title. [Download full report.](#)

One in Five Prescriptions Made Electronically. As physicians work to adopt EHR systems in their offices, a study published by Surescripts LLC reports that 191 million e-prescriptions were made in 2009, up from 68 million in 2008. This 181-percent increase and other supporting data from this study show that dramatic changes are taking place in electronic prescribing. [Read more.](#)

LISTS & DATABASES

Physician Database Grows 3 Percent. Within the last six months, SK&A witnessed a three-percent growth in its most requested database, the Office-Based Physician file. The database identified 650,860 physicians last December. With the current count up to 670,200, SK&A is approaching its 2010 goal of 700,000 doctors. Add nurse practitioners, physician assistants and other office staff and management, and the database expands to 1,172,780 contacts. [Request counts here.](#)

When the Message is Urgent, Turn to Fax Broadcasting. When product recalls, announcements, warnings or 11th-hour sales promotions come up, SK&A has the phone-verified names, titles and fax numbers and reliable fax service to get your message out quickly and affordably. Choose from thousands of names, titles and business fax numbers for medical offices, pharmacies, nursing homes and hospitals. [Learn more.](#)

SPECIAL OFFERS

Take 14 Days to Preview SK&A's Leading Databases. *Live Access* empowers you to search online and get instant access to physician, pharmacist and hospital data on your schedule, not ours. Look up names, addresses, phone numbers and fax numbers within any of our accurate 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.](#)

Get Quotes and Buy Data Today with Live Counts. Forget fulfilling minimum purchase requirements and waiting on price quotes. *Live Counts* provides instant list counts and pricing with no minimum and same-day fulfillment. There's also no need to register unless you decide to buy. Explore a database of 223,350 medical offices and 6,750 hospitals. [Begin counts now.](#)

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