

Hospital Lists

[132,651 Hospital Decision Maker Emails](#)

[30,115 Surgery Center Decision Makers](#)

[26,844 Hospital Management Decision Makers](#)

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HEALTHCARE INSIGHTS

Physician Specialty Report Reveals Counts for 90 Specialties by State.

This newly updated report lists specialties and the number of physicians who practice in each area by state. Use this data to focus product and service promotions to relevant specialists and to strengthen your direct-marketing or sales efforts. The most prevalent specialties in the U.S. are family, internal and pediatric medicine. Physician totals by state are also included, with California, New York and Texas leading as the top three states. [Download complimentary report.](#)

Kaiser Permanente Leads as the Largest Medical Group. SK&A's recently updated "Top 50 Medical Groups" report reveals the leading U.S. medical groups with supporting data such as headquarters location, number of offices and physicians in the group, number of physicians per office, and more. Use this report to identify the most dominant medical groups and target the top executives who make buying decisions and set policies for the groups. [Download full report.](#)

INDUSTRY NEWS

Pharma Promotional Spending Falling, But Still High. With the start of 2011 bringing news of cuts in pharma, Cegedim Strategic Data recently released its assessment of 2010 spending patterns, "2010 U.S. Pharmaceutical Promotion Spending." Drug promotional spending in 2010 totaled \$28 billion, which was a 10-percent drop since 2009. This comprehensive report highlights spending by therapeutic class, marketing channel, top 10 drugs promoted and more. [Read more.](#)

Physicians Spend Twice as Much Time Online at the Office vs. Home.

In a recent report published by Sermo, titled "Utility of Social Networks for Physicians and Life Sciences Companies," results showed that physicians spend more time online at the office for medical-related research than they do at home—whether they are high- or low-volume Internet users. [Read more.](#)

Top 100 Healthcare Networks Ranked. In the latest edition of "SDI 2011 Top 100 IHNs" by SDI, in which the country's healthcare networks are evaluated and ranked by their performance and degree of integration, Sentara Healthcare in Norfolk, Va., was named the most integrated healthcare network. Find out how the networks were scored and who else made the list. [Read more.](#)

LISTS & DATABASES

Direct Mail is the Top Choice for Healthcare Marketing Outreach. In a recent summary of SK&A's 2010 channel metrics for healthcare records shipped, direct mail was the leading channel with more than 267 million records shipped in 3,252 orders. Find out the results for seven other popular channels for data use and see which areas are trending. [Learn more.](#)

Over 3,000 New Pharmacy Chain Locations Added to OneKey Database.

As SK&A kicked off 2011, it added 3,100 new pharmacy chain locations for retail giants Walgreens and CVS. Ranked the number- one and number two-largest pharmacy chains in the U.S., respectively, according to SK&A's National Pharmacy Market Summary, these sites are key targets for pharmaceutical marketing efforts. SK&A plans to add even more chains to the OneKey database as 2011 progresses. [Read more.](#)

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.](#)

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