

## HEALTHCARE INSIGHTS

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**SK&A Offers Report on Top 50 Medical Groups.** Now you can identify and target the largest physician groups with this newly updated marketing report. See the nation's top groups with headquarters, number of offices, number of physicians, and more metrics. Reach the executives who make buying decisions for the whole group! [Download report](#)

## DATABASES & RESOURCES

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**Phone-Verified Physician Email Addresses.** This file contains the business email addresses of 403,210 physicians and other prescribers (nurse practitioners and physician assistants) in 89 practice specialties. All emails are CAN-SPAM compliant, permissioned and business domains only. All contacts are 100% telephone-verified every six months in the SK&A Research Center and updated daily for release. [Learn more](#)

**Four Tips for Testing Your Email Campaigns.** When it comes to email testing, you can't over plan or overanalyze, according to a new white paper from Experian Marketing Services. "A Guide to Effective Email Testing" confirms what many of us already know: healthcare companies aren't testing as much as they should be and, when they do, they often have it all wrong. [Read article](#)

**Hot List of Physicians!** We just added 1,939 doctors and 428 offices to SK&A's Office-Based Physicians database for the week ending Dec. 06. [View other results](#)

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## MARKETING CHANNEL METRICS

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<b>Top Physician Titles</b>	<b>Top Business Titles</b>
Family Practitioners	Physicians, Medical Group
Internists	Office Manager, Medical Group
General Dentist	Staff Pharmacist, Pharmacy

[See more marketing channel results.](#)

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### SK&A INFORMATION SERVICES INC.

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