

Top Email Lists

[430,000 Office-Based Physicians](#)

[124,240 Hospital Directors](#)

[38,580 Pharmacists](#)

Marketing Metrics

[Q4 2009 Channel Report](#)

[New Physicians and Sites](#)

Information Resources

[Datacards](#)

[Postal News](#)

[Articles Archive](#)

[Past Issues](#)

[Press Room](#)

[Glossary](#)

[Blog](#)



HEALTHCARE INSIGHTS

New Report Published: Top 50 ZIP Codes with Most Physicians.

Segmenting densely physician-populated areas by ZIP code for test mailings, surveying, selling and recruiting just became simpler. The "Top 50 ZIP Codes with Most Physicians" report and database will help healthcare marketers pinpoint U.S. areas with the most concentrated physician communities. Physicians in these highly populated regions can be targeted by specialty, office size and other variables. The report includes city, state, physician count and site count for each ZIP. [Download full report.](#)

SK&A Finds 36.1 Percent EHR Adoption Rate in Physician Offices.

As grant application deadlines wrapped up last week for EHR-implementation federal incentive programs outlined in the "American Recovery and Reinvestment Act of 2009," SK&A released its updated "Physician Office Usage of Electronic Healthcare Records Software" report. According to SK&A, which surveyed 180,000 U.S. physician sites, 36.1 percent of offices have EHR software. This data concludes a 3.2-percent increase since the January 2009 version of the study. [Download full report.](#)

INDUSTRY NEWS

Which Marketing Channel Claimed More Than Half of 2009 Ad Spending?

Despite the leaps and bounds that digital marketing made throughout the last decade, as the 2000s came to a close, good-old-fashioned direct mail proved to remain the leading marketing channel. Check out SK&A's blog to find out how influential direct marketing was this year and its outlook for coming years. [Read more.](#)

Who Leads the Healthcare Job Market with 8,900 Jobs Added in December?

Despite the loss of 85,000 jobs in December and an unshakable 10-percent unemployment rate, government data and statistics from employment websites show that healthcare added 21,500 jobs last month with physician-office jobs responsible for 41 percent of them. Find out what changes in the health system are driving this job growth. [Read more.](#)

LISTS & DATABASES

Reach Nurse Practitioners and Physician Assistants, the New Primary Office Decision Makers.

As physicians get bombarded with responsibilities and patients, nurse practitioners and physician assistants are quickly becoming the next in command for major office decision making. This database includes over 100,000 contacts who not only run offices but also have the authority to provide routine diagnosis, treat patients and prescribe medications. [Learn more.](#)

Market to Pharmacists at the Country's Leading Pharmacy Chains.

Target pharmacists at the biggest money-making chain pharmacies throughout the U.S. with the SK&A Pharmacist database. This group occupies almost one-fourth of the 167,000-pharmacist-strong database with 34,100 pharmacists. Select your pharmacist contacts by variables such as job title, number of stores in pharmacy chain and monthly prescription volume to connect with the audience you need to influence. [Learn more](#)

SPECIAL OFFERS

View SK&A's Entire Database Now with a 14-day Trial.

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 or Excel formats. [Start your 14-day trial.](#)

Purchase Sales Leads Now Without Waiting on a Salesperson.

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 222,800 medical offices and 6,750 hospitals. [Begin counts now.](#)

Socialize with
SK&A

Forward to a
[Friend](#)

Join us on
[MySpace](#)

Fan us on
[Facebook](#)

Join us on
[LinkedIn](#)

Follow us on
[Twitter](#)