

## Office-Based Physician Lists

[790,500 Physicians](#)

[230,777 Primary Care Physicians](#)

[62,927 Nurse Practitioners](#)

## Missed Last Month's Newsletter?

[Job Growth in Physician Offices Skyrockets in 2011](#)

[Healthcare Workers Lead Decline in Retirement](#)

[SK&A Newsletter Archive](#)



## INDUSTRY NEWS

**Studies Show Decline in Private Practices.** The Medical Group Management Assn. recently released physician employment data that shows large growth in health system employment within the last year. Another study by Accenture Health concluded that less than one-third of physicians will be in private practices in the next couple years. Learn more about these findings and the emerging trend of physicians seeking stability within health system positions. [Read more.](#)

**Study: Physician Age Does Affect EHR, Technology Adoption.** A recent SK&A sample analysis of its Office-Based Physician database showed that the speculations are true: younger physicians are more likely to adopt EHR software. According to the dataset, which bracketed physician age groups into generation segments and compared them to EHR adoption percentage, Generation Y and X physicians (ages 25-45) showed a 7-percent higher acceptance rate than Established and Baby Boomer physicians (ages 46-56-plus). Discover more details from the analysis. [Read more.](#)

## HEALTHCARE INSIGHTS

**Which Physician Markets Dominate Each State?** The recently updated "Nationwide Physician Specialty Report" by SK&A lists U.S. states with the number of physicians who practice in each of 90 specialty areas. Use this data to focus product and service promotions to relevant specialists and to strengthen your direct-marketing efforts. It also ranks the top 20 largest physician specialties, with family, internal and pediatric medicine topping the chart. Review the complete report for more findings. [Download complimentary report.](#)

**Physician Density Report Segments Medical Offices by State and Size.** Get a glimpse of the states that have the most physician sites and identify those sites by size. In this report, medical offices are broken down by size brackets such as one physician, two physicians, three to five physicians, six to nine physicians and so on to reveal a deep profile of the state's medical office market. This report is ideal for sales-territory management, allocation of sales resources, test mailers or matching to your legacy database. [Download complimentary report.](#)

## LISTS & DATABASES

**SK&A Passes BPA Worldwide Audit for 15<sup>th</sup> Consecutive Year.** In an effort to bring even more reassurance to customers and demonstrate its excellence in healthcare data quality, SK&A had its primary databases audited by a third party for the 15<sup>th</sup> consecutive year. BPA Worldwide is the global standard for verified audience data and media knowledge. The company validated SK&A's Office-based Physician, Hospital and Pharmacy databases last February with results available now. [Read more.](#)

**Maximize Outreach to Physicians with Hospital Affiliations.** Increase sales opportunities by targeting physicians who not only practice within medical offices, but also have admitting privileges at nearby hospitals. SK&A can now identify hospital affiliations for 82 percent of its Office-Based Physician database, which represents 596,002 physicians. Review physician counts by specialty. [Read more.](#)