

Top Email Lists

[534,762 Office-Based Physicians](#)

[124,254 Hospital Directors](#)

[38,600 Pharmacists](#)

Marketing Metrics

[Q3 2009 Channel Report](#)

[New Physicians and Sites](#)

Information Resources

[Datacards](#)

[Postal News](#)

[Articles Archive](#)

[Past Issues](#)

[Press Room](#)

[Glossary](#)

[Blog](#)



HEALTHCARE INSIGHTS

Top 50 U.S. Hospitals Ranked by Bed Count. Use this newly updated report to reach the biggest institutions with the largest budgets. If you're selling to hospitals, you won't want to miss this useful market intelligence report. Learn about the 28 most popular treatment programs and the 14 unique hospital types. Also see a ranking of states with most hospitals and beds. [Download complimentary report.](#)

Report Reveals Shocking Truth about Dirty Data! Nearly 60% of the 3.8 million contact records SK&A evaluated on behalf of its clients last year were inaccurate when matched against SK&A's industry-leading databases of medical sites, practitioners and professionals. The 2009 audit covered 297 data cleansing and resolution projects for 91 companies, including 16 of the top-50 pharma companies. [Read press release.](#)

INDUSTRY NEWS

Physicians Likely To Report Side Effects via EHR Systems. A new survey sponsored by Pfizer shows physicians are more likely to report side effects through an electronic health records (EHR) system, as compared to traditional paper methods. Nearly 60% of physicians who responded to the survey also agreed that adverse event reporting through an EHR system would improve patient care. [Read article.](#)

5 Ways to Improve Your Marketing Smarts for 2010. As recession pains ease, marketers are looking for revenue growth, not cost cutting, to improve the bottom line. The logical place to turn to is marketing. You need marketing that delivers results, measurably and effectively, regardless of channel. What does that mean for trends in 2010? We offer five suggestions to help you start the year off right. [Read article.](#)

LISTS & DATABASES

Phone-Verified Hospital Email Addresses. Reach 124,254 hospital directors and managers with this new database of business-only emails. Hospital decision makers can be targeted by 99 unique job functions. Other selects include gender, geography, hospital specialty type, bed count, and phone and fax. All email addresses are CAN-SPAM compliant, permissioned and telephone-verified in the SK&A Research Center. [Learn more.](#)

Physician Hot List Sizzles in 2009! SK&A added 88,974 doctors and 5,300 sites to its Office-Based Physicians database last year, bringing the total to 655,220 physicians in 222,186 offices. [View weekly results.](#)

SPECIAL OFFERS

Search Online for Sales Leads. For anyone selling to the medical industry, SK&A's *Live Access* is a must resource. Search online and get instant access to physician, pharmacist and hospital data. Get names, addresses, phones and faxes. Identify partners, affiliations, and more. Export and save results. Sign up your entire sales team. [Start your 14-day trial.](#)

Instant List Counts and Order Delivery. Buy mailing lists now with no minimum order size requirements. *Live Counts* offers instant list counts and pricing with same-day fulfillment. Know your costs before you buy. No need to register unless you buy. Query a database of 228,186 medical offices and 6,750 hospitals. [Begin counts now.](#)

Socialize with SK&A

[Forward to a Friend](#)

[MySpace](#)

[Facebook](#)

[LinkedIn](#)

[Twitter](#)

2601 Main Street, Suite 650, Irvine, CA 92614, Phone: (800) 752-5478, Fax:(949) 476-2168, E-mail: skasales@skainfo.com

[Blog Us](#) [Subscribe](#) [Unsubscribe](#) [Privacy Policy](#)