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News Alert

November 2010

[Home](#)
[About Us](#)
[Database Finder](#)
[Service Finder](#)
[Newsletter Archives](#)

Updated Hospital Lists

[236,000 Hospital Decision Makers](#)

[127,000 Hospital Emails Addresses](#)

[31,000 Surgery Center Decision Makers](#)

SK&A Customer Compliments

[Testimonials and References](#)

[Clients Tell Their Stories](#)

Information Resources

[Datacards](#)

[Articles Archive](#)

[Past Issues](#)

[Press Room](#)

[Glossary](#)

[Blog](#)

[Videos](#)



HEALTHCARE INSIGHTS

Target the Largest U.S. Hospitals by Bed Count. “SK&A’s Top 50 U.S. Hospitals” report, which was revised this month, ranks the top 50 largest hospitals in the U.S. by number of beds. The report also lists U.S. states by the total number of hospitals and bed counts, as well as the number of hospitals in the U.S. by type and treatment program. Maximize your opportunities by identifying the best sales territories for healthcare IT, medical device, pharmaceutical products and more. [Download complimentary report.](#)

EHR Adoption Grows 10 Percent in Physician Offices. Last month, SK&A released its updated “Physician Office Usage of Electronic Health Records Software” report, showing a 10-percent increase in adoption in health- system and hospital-owned medical offices since January. According to SK&A, which surveyed 213,500 U.S. medical sites, 38.7 percent of offices have EHR software. In addition to ownership determinants, adoption trends also lie within offices that have more exam rooms, more physicians on staff and higher daily patient volumes. [Download the full report.](#)

INDUSTRY NEWS

Which Industry Websites do Physicians Visit? A recent report released by comScore, Inc. and ImpactRx tracked physicians’ visits on 13 of the most popular healthcare-related websites, including Medscape, WebMD and American Academy of Family Physicians. Review the entire list to better understand physicians’ online preferences and see what percentage of physicians visited the websites. [Read more.](#)

Now Hiring: Hospital Social Media Managers. With social media and online presence becoming a larger opportunity for healthcare organizations, U.S. hospitals are now hiring social media managers to optimize their social media channels, communicate with patients online, and teach and share information with physicians. [Read more.](#)

LISTS & DATABASES

New Select: Nurse Practitioner and Physician Assistant Specialties. With the roles of nurse practitioners and physician assistants becoming more critical in practices, SK&A has begun to assign specialty codes to NPs and PAs in its Office-Based Physician database to better target this prescriber audience. Physicians have become overextended in their practices with increasing patient volumes and national healthcare measures going into effect. As a result, NPs and PAs are taking over many physician tasks, including evaluating and diagnosing patients, ordering tests, writing prescriptions, and fulfilling a variety of other duties. [Learn more.](#)

Reach Hospital Decision Makers by 100 Job Titles. Despite the complexity of staffing within large hospital systems, SK&A’s list of hospitals can identify virtually any decision maker in any department. Select from thousands of decision makers by titles such as chief of medical staff, director of emergency room, director of radiology services and much more. [Learn more.](#)

SPECIAL OFFERS

List Brokers Save 20 Percent on Orders. Turn to SK&A to find the exact list your client needs. With a database of 2.1 million telephone-verified contacts, including 675,000 office-based physicians, 236,000 hospital decision makers and 170,000 pharmacists, let SK&A customize a list for you—and the best part is list brokers always save 20 percent on every order. [Learn more about our reseller benefits.](#)

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