



# NEWS ALERT

Marketing to Healthcare Professionals



## IN THIS ISSUE

**Cancer Drug Sales to Grow at Double Digit Rates**  
**New Report Identifies Largest U.S. Nursing Homes**  
**Just Published: Top 50 Home Healthcare Agencies**  
**Find Key Contacts at Medical Offices, Hospitals, Pharmacies**  
**In the News: Oncology Market Facts and Outlook**

**Cancer Drug Sales to Grow at Double Digit Rates**  
Global sales of cancer drugs will grow at an annual rate of 12 to 15 percent, reaching \$75 to \$80 billion by 2012, says a new forecast by IMS Health. The growth for oncology products will be nearly double the growth rate of the global pharma market, which grew at a 6.4 percent pace in 2007. IMS expects growth to be bolstered by 25 to 30 new chemical entities between 2008 and 2012.  
[Read article](#)

**New Report Identifies Largest U.S. Nursing Homes**  
Golden Ventures and Sunrise Senior Living are the nation's two largest nursing home groups, each with more than 320 locations. See the other 48 top groups, plus the top 50 nursing homes ranked by bed size in this complimentary market report. Also learn about nursing home ownership, treatment types, and locations. [Download here](#)

**Just Published: Largest Home Healthcare Agencies**  
The home healthcare equipment industry generates more than \$20 billion in revenue and is one of the fastest growing segments of health care. Market drivers include an aging populace and the search for alternatives to expensive in-patient care. This complimentary market report reveals the top 50 agencies and the most popular treatment services they offer. [Download here](#)

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**In the News: Oncology Market Facts and Outlook**  
Learn about the drugs and indications that will drive the oncology market to over \$60 billion in sales this year... plus other market tidbits and predictions.  
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2601 Main Street, Suite 650, Irvine, CA 92614, Phone: (800) 752-5478, Fax: (949) 476-2168

Web site: [www.skainfo.com](http://www.skainfo.com), E-mail: [skasales@skainfo.com](mailto:skasales@skainfo.com)