



NEWS ALERT

Marketing to Healthcare Professionals



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SK&A Announces Database of Primary Care Physicians
With this all-new contact list, you can reach the busiest physicians who have the highest average daily patient volumes. Primary care doctors are involved in general and family practice, internal medicine and pediatric medicine. Target them by geography, practice size, even prescribing volume. SK&A has phone-verified all 190,000 + contacts in this file to guarantee accuracy. [Select datacard.](#)

Email is the Fastest Way to Reach Physicians
Get to physicians faster and more affordably with these fresh, verified email addresses. Target all the top specialties for surveys, recruitment, e-details and product messages. SK&A offers the most accurate database of physician business-only emails anywhere. What's more, we'll handle the deployment for you and ensure the highest deliverability. [Select for counts](#)

Nearly One-Fifth of Physicians Won't See Drug or Device Reps
About 19% of office-based physicians will not see sales reps from the drug or device industry, according to a new study by SK&A. Another 22.7% of doctors require the reps to set an appointment. These findings underscore the increasing limitations that physicians are imposing on visits from the industry. [Download report](#)

Most Medical Practices Willing to Accept Marketing Faxes
This study may change the way you feel about using fax numbers or fax broadcasting. In a survey of office-based physicians, SK&A found that 87% of physicians accept fax communications about various topics of interest. These topics include product recalls and updates, continuing education, office products, and publication offers. [Read more](#)

Find Key Contacts by Name at Medical Offices, Hospitals, Pharmacies
For anyone selling products to the medical industry, *Live Access* is a must. This online search tool gives you instant access to physicians, pharmacists, hospital managers and others. Lookup names, addresses, phones and maps. Identify partners and affiliations. Export and save results. Sign up your entire sales team. See over 2 million verified contacts! [Start your 14-day trial](#)

In the News: U.S. Prescription Drug Market Takes a Hit
Sales growth in the U.S. prescription market slowed to 3.8% in 2007, compared with growth of more than 8% in 2006, according to IMS. What's to blame? Generics, fewer new approvals, and other reasons. [Read more.](#)

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