

**Fastest-growing
Physician Specialty
Lists**

[4,000 Diabetes Specialists](#)

[15,000 Hematologists and](#)

[Oncologists](#)

[7,500 Allergists](#)

**Healthcare Data
Resources**

[Email Performance Archive](#)

[Physician Hot List](#)

[My Data Dilemma Series](#)

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Newsletter?**

[Resident Survey Reveals](#)

[Preference for Hospital](#)

[Employment](#)

[Sixty-nine Percent of 2011](#)

[Hospital Budgets are Flat or](#)

[Increasing](#)

[SK&A Newsletter Archive](#)



INDUSTRY NEWS

Falling Patient Volumes Foreshadow Industry Trouble? Recent studies show a consistent drop in doctor office patient volume, which could be the catalyst to a healthcare industry decline. Experts following this trend warn that patient-visit volume affects demand and profitability for the pharmaceutical, medical device and health insurance sectors. Learn more about this developing story and what it means for your business. [Read more.](#)

Study Suggests Pharma Shouldn't Fear Social Media. A study by Visible Technologies monitored 224 drug brands on social media websites with results revealing that very few consumer comments actually allude to or qualify as adverse events reports. Earlier this year, debates ignited concerning whether or not consumer adverse events reported on social media websites should be forwarded to the FDA. Find out more details from the study findings. [Read more.](#)

HEALTHCARE INSIGHTS

Growth in Diabetes Specialty Supports Diabetes Business Boom. SK&A's recently updated "Physicians on the Move" report, which tracks physicians who move to new locations or practices, retire, or pass away, shows an average move rate of 13.7 percent per year based on an ongoing four-year survey by SK&A. The report also features the current 20 fastest-growing specialties, revealing 116-percent growth in the number of physicians specializing in diabetes. This trend matches studies showing increased incidents of diabetes and sales growth of diabetes medication in the U.S. Review this report to assess 86 specialties' move rates since 2008, as well as the top 20 growing specialties and move rates for medical office personnel. [Download complimentary report.](#)

Report Shows Count of Physician Specialties by 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 88 specialty areas. Use this data to focus product and service promotions to relevant specialists and to strengthen your engagement efforts. It also ranks the top 20 largest physician specialties, with family, internal and pediatric medicine topping the chart. Review the complete report to see what other specialties made the ranking. [Download complimentary report.](#)

LISTS & DATABASES

Segment NPs and PAs by Office Specialty. With growing responsibilities within physician offices as well as prescribing privileges, nurse practitioners and physician assistants have become excellent targets for many healthcare marketing offers. Now, this influential group of healthcare providers can be targeted by 90 physician office specialties. Choose from 66,000 nurse practitioners and 50,000 physician assistants. [Learn more.](#)

New SK&A List: Surgery Center Decision Makers. Target 35,000 decision makers at over 4,000 U.S. ambulatory surgery center facilities with this list. Contacts can be selected by 40 job titles for physicians, other prescribers, administrators and business managers who are affiliated with these surgery centers. [View the complete datacard.](#)

SPECIAL OFFERS

Free Data Audit Offer from SK&A Expires Soon. Send SK&A up to 100,000 contact records and receive a no-cost report that shows the strength of your sales data. Valued at \$700, this report reveals where gaps exist in your current customer or prospect database. Then take advantage of a 25-percent discount for future data-enhancement services using our DMR Source Verified service. This one-time offer expires December 31, 2011, so send us your data today. [Sign up here.](#)

