

WHEN MESSAGES ARE URGENT, FAX BROADCASTING WILL REACH TARGETS WITHIN 48 HOURS

When a product recall, announcement, warning or other urgent message comes up, SK&A has the phone-verified names, titles and fax numbers and reliable fax service to blast out your message quickly and affordably.

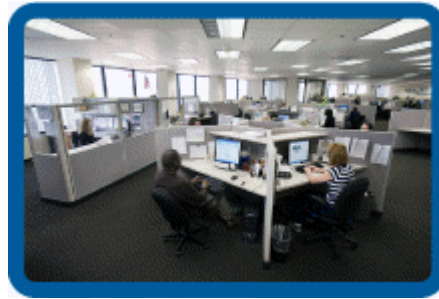
A fax broadcast can reach your entire audience—at a cost of pennies per page—within two to three days. Your message will be delivered in hard-copy form at a rate faster than other marketing channels. Besides speedy delivery, fax broadcasts are affordable because you don't pay for printing or postage. Engage your targets by personalizing each fax.

In addition, SK&A's in-house Research Center ensures that fax numbers are deliverable by verifying and updating each one of them every six months. Reach 1.8 million physicians and other healthcare decision makers by name and title with SK&A's business fax numbers for these locations:

Site Type	Verified Fax Numbers
Physician Offices	178,700
Pharmacies	58,600
Medical Group Headquarters	8,750
Nursing Homes	18,980
Hospitals	19,000

Use fax for campaigns that require immediate deployment:

- Product announcements
- Urgent messages
- Seminar deadlines
- New indications
- 11th-hour sales promotions
- Drug recalls
- Physician surveys
- Warnings



The SK&A Research Center in Irvine, CA

Fax Case Study: Urgent Product Recall

A leading pharmaceutical company had SK&A broadcast an urgent message to healthcare professionals regarding the voluntary recall of several over-the-counter cold and allergy medicines. The message was faxed overnight to more than 163,600 pharmacists, pediatricians, allergists, family practitioners, nurse practitioners and physician assistants.

LEARN MORE ABOUT SK&A'S FAX SERVICE:

[Visit Here](#)

Or call **800-258-9479**

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