

HOW TO GET INSIDE PHYSICIAN OFFICES

Maximize your results by defining which office-based physicians will see your sales reps. Over the span of six months, SK&A Information Services, Inc. surveyed 226,400 U.S. medical offices to determine their policies for seeing sales reps from the pharmaceutical, biotech and medical device industries. The reports reveal the access policies of physicians from these medical offices. [Download here.](#)



The ground breaking Physician Access reports feature the following insights:

- Which physicians will see sales reps and which require appointments
- A practice-specialty breakdown of no-see and appointment-only physicians
- A regional breakdown of no-see and appointment-only physicians
- An office-size breakdown of no-see and appointment-only physicians
- An office-ownership breakdown of no-see and appointment-only physicians
- A patient-volume breakdown of no-see and appointment-only physicians

Further, the Physician Access by Appointment report compares survey results from June 2008 and December 2008. This comparison reveals trends in accessibility and policy setting. These results are also displayed by region, office size, specialty, ownership and patient volume.

These reports are the only ones of their kind, and SK&A's dedication to accurate, benchmark research makes them reliable resources for planning sales and marketing tactics.

Best uses for the reports are:

- Call-plan analysis, development and creation
- Directing product detail and sample efforts
- Non-personal promotion planning and execution
- Influencing direct mail, telemarketing, email and fax campaigns
- Route planning and physician-level profiling

DOWNLOAD YOUR COMPLIMENTARY COPIES TODAY!

Physician Access and Physician Access by Appointment!

Get Your REPORTS Here!

Or call 800-752-5478