



# NEWS ALERT

Marketing to Healthcare Professionals



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### SK&A Offers Huge Price Discount on Dentist List

SK&A has reduced the price of its dentist list to only \$40/m or \$250/m for unlimited usage. Add fax or phone numbers starting at just \$25/m. Reach 134,000 dentists and over 45,000 office managers with this high quality, phone-verified database. Select from 10 specialties or 3 practice settings. Hurry because this offer expires March 28.

[View data card](#)

### Physician Access Study: Who Will See Reps and When?

The good news: most physicians have an open-door policy when it comes to visits from pharma sales reps, and only a few require appointments. The bad news: 19.1% refuse to see reps at all, crippling selling efforts. SK&A has the data on which docs will see reps and when. [Read press release](#)

### Mail to Doctors and Nurses at their Home Address

Now you can reach doctors and nurses in the privacy of their homes. With above average incomes, these professionals are active catalog buyers, generous donors and ready investors. This unique file has the much sought after home mailing addresses of prescribers, nurses and hygienists. Choose from over 3.7 million records. [Select data card](#)

### New to the Market: Hispanic Healthcare File

SK&A has teamed with Ethnic Technologies, the leader in name matching and identification, to create this unique database of affluent, educated managers and decision-makers with Hispanic surnames. Target your message to more than 117,000 doctors, nurses, pharmacists and hospital managers. Excellent for new market development or fundraising offers. [Select data card](#)

### Case Study: Fax Service Helps Agency Surpass Survey Goals

An agency executive reached out to healthcare professionals via fax and received an overwhelming response, putting a smile of the face of her client. It all happened in just 10 days. Read more about her challenge and solution. [Open article](#)

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**Phone Verified Lists**  
**Deliver Better Results**  
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**Office-Based Physicians**  
**637,120 doctors**

**U.S. Pharmacy contacts**  
**174,401 professionals**

**Dentists and Office Managers**  
**179,523 contacts**

**Hospital Management**  
**237,508 professionals**

**Nursing Homes**  
**185,194 managers**

**Home Healthcare**  
**29,603 managers**

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**SK&A Information Services, Inc. Since 1982**

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