



NEWS ALERT

Marketing to Healthcare Professionals



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SK&A Announces *Live Counts* for Instant List Counts and Orders

Live Counts, a new resource from SK&A, offers instant mailing list counts and pricing with same-day electronic fulfillment on most purchases. Run counts online and know your costs before you buy. No need to register unless you buy. Query a database of 1.1 million office physicians and managers. Choose from dozens of selections for accurate targeting. [Start counts here](#)

Pharmacists Play Important Role in Product Promotion

Pharmacists are more involved in recommending products and counseling patients. When your marketing plan targets pharmacists, look no further than SK&A for the contacts. We've built the largest database of professionals—more than 173,000 pharmacy contacts, including 73,867 with email addresses. [Learn more](#)

Name Matching Technology Allows Ethnic Targeting

Ethnic Technologies, the leader in name matching and identification, has teamed with SK&A to create a 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. A top resource for market development or sales strategies. Inquire about other ethnicities. [Select data card.](#)

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 buyers and receptive to job opportunities. 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](#)

Lower Marketing Costs by Turning Bad Data into Good

Lower your marketing costs by keeping your database of physician office locations updated and accurate. SK&A offers a three step process for maintenance: First, we match your data against ours for a benchmark. Second, we correct bad or missing data elements. Third, we phone-verify remaining record to bring you to 100% data resolution. All for just \$250/M. [Learn more](#)

In the News: Deadline Nears for Mandatory NPI Numbers

Medicare claims must now include a national provider identifier (NPI) in the claim's primary fields, which are the billing and pay-to fields, as of January 2008, the Centers for Medicare and Medicaid Services (CMS) said. [Read article](#)

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