

STREAMLINE YOUR MEDIA PLANNING WITH SK&A'S GUIDE TO HEALTHCARE DATABASES

Improve your results by identifying the right targets with SK&A's **Media Planner's Guide to Healthcare Databases**. This no-cost fact sheet describes important medical-industry audiences you need to reach for pharmaceutical, biotech and medical-device marketing campaigns.

[Download complimentary guide](#)



Target thousands of contacts by name, title and specialty from the physician, hospital and pharmacy sectors. Use this guide to plan and execute:

- Direct-mail campaigns
- Fax-blast campaigns
- Email campaigns
- Telemarketing campaigns
- Sales and territory analysis
- Non-personal promotion

The **Media Planner's Guide to Healthcare Databases** will help you evaluate and target three professional audiences:

Office-Based Physicians

Reach 638,000 physicians across 88 specialties. Unique selects include prescribing volume, office size, daily patient volume, clinical trial participation and hospital affiliation.

Hospital Decision Makers

Identify 225,000 decision makers at 6,800 U.S. hospitals. Selects include hospital ownership, hospital type, treatment programs, bed size and affiliation to physicians.

Pharmacies and Pharmacists

See all of the country's independent and major pharmacies as well as the pharmacists and decision makers at these locations. Target more than 165,000 contacts from 12 job functions.

Why SK&A Delivers Better Results

From our Research Center in Irvine, Calif., we interview more than 6,000 medical offices, hospitals, pharmacies and other medical sites each day. Every contact record is telephone-verified every six months. New or refreshed data is updated daily, guaranteeing you the most accurate and recent selection of contacts and profiling information. In addition, SK&A's files are annually audited by BPA Worldwide.

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