

Healthcare Decision Makers Lists

[255,165 Business Office Managers](#)

[192,018 Nursing Home Management Decision Makers](#)

[25,785 Home Healthcare Management Decision Makers](#)

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HEALTHCARE INSIGHTS

Move Rate Report Shows Stability Among Physicians. Physicians move to a new location or practice, retire or pass away at an average rate of 14.2 percent per year based on an ongoing four-year survey by SK&A. The move rate for 2011 fell 1 percent to 11.3 percent, indicating continued stability among doctors. This market insight report gives an assessment of 86 specialties and their annual inactive rate since 2008, and reveals the current 20 fastest-growing specialties. [Download complimentary report.](#)

Top 50 ZIP Codes with Most Physicians. Reach your target healthcare providers by identifying densely physician-populated areas by ZIP code. The "Top 50 ZIP Codes with Most Physicians" report and database helps healthcare marketers pinpoint the most concentrated physician communities. Physicians in these populous regions can be targeted by specialty, office size, group affiliation, hospital affiliation and other variables. The report includes city, state, physician count and site count for each ZIP. [Download complimentary report.](#)

INDUSTRY NEWS

Nurses Prefer Working in Physician Offices. An analysis by CareerBuilder found that nurses, on average, stay at physician office positions 3.3 years and hospitals for 3.1 years, indicating a higher preference and satisfaction for those jobs despite lower salaries. Stability, set hours and less stress are some of the factors that contributed to nurses' preference for medical office positions. Find out more about today's nurse retention trends. [Read more.](#)

Elder Care Market Revenue Will Jump This Year. With Baby Boomers rapidly retiring, experts say that revenues in the elder care sector should grow by 6.6 percent in 2011. "The U.S. Elder Care Services Market Report" by the Freedonia Group discusses why this growth is happening, which segment will be most profitable, and how Medicare and Medicaid insurance will play into this growth. Find out more about this report's summary. [Read more.](#)

LISTS & DATABASES

Who's Buying the Most Data? At the end of the first quarter for 2011, the leading industries for data usage are medical equipment/technology and list broker by a longshot over other sectors. According to SK&A's delivery history for January, February and March 2011, almost half of the quarter's 82.8 million records delivered were for the medical equipment/technology and list broker segments. Review the quarter's full results for more insights. [Read more.](#)

Newly Updated List: HMO/PPO Management Decision Makers. Featuring 3,246 decision makers at 701 healthcare maintenance organizations (HMOs) and preferred provider organizations (PPOs), this targeted list can be used to reach the right decision makers for health IT and equipment needs, market-research products and services, office needs, and records-management products opportunities. The list can be narrowed even further by 26 job titles, six site types, office types and more. [Learn more.](#)

SPECIAL OFFERS

Need a Quick Data Look-up? Try Live Access for Free for 14 Days. *Live Access* is SK&A's online search tool that gives you instant access to physician, pharmacist and hospital data any time of day. Look up names, addresses, phone numbers and fax numbers within any of our databases, which are telephone-verified every six months. *Live Access* even displays partners, affiliations and more. The best part is you can export and save results in Word and Excel formats. [Start your 14-day trial.](#)