

Nursing Home / Home Healthcare Decision Maker Lists

[300,005 Nurse Managers and Administrators](#)

[192,018 Nursing Home](#)

[Management Decision Makers](#)

[25,785 Home Healthcare](#)

[Management Decision Makers](#)

SK&A Awarded Federal Contract to Measure EHR Adoption

[Video Announcement](#)

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HEALTHCARE INSIGHTS

Hospital Providers Show Higher Move Rates Than Physicians. In two reports recently released by SK&A, average yearly move rates—the rate that providers move to new locations or practices, retire or pass away—were calculated for 86 physician specialties and 98 hospital job titles. Both reports also feature the 20 fastest-growing specialties based on their growth rates. See the individual move rates and compare them to the overall average move rates.

[Download both complimentary reports.](#)

Target the 50 Largest Nursing Homes or Group Owners. SK&A's recently updated "U.S. Elder Care Market" report identifies the 50 largest nursing homes and 50 most influential ownership groups. In this version of the report, Laguna Woods Community continues to lead over other sites with 12,736 beds—10 times the amount of the number-two-ranked site, Laguna Honda Hospital. Other metric in the report include state rankings by bed count, nursing home groups by sites owned and more.

[Download complimentary report.](#)

LISTS & DATABASES

SK&A Passes its 15th Annual Audit by BPA Worldwide. In an effort to bring even more reassurance to customers and demonstrate its excellence in healthcare data quality, SK&A had its primary databases audited by a third party for the 15th consecutive year. BPA Worldwide is the global standard for verified audience data and media knowledge. The company validated SK&A's Office-based Physician, Hospital and Pharmacy databases last February with results available now. [Read more.](#)

Reach Physicians at Their Business Emails. According to eMarketer, physicians' time spent online has almost doubled since 2006 to eight hours per week, making them perfect targets for email campaigns. SK&A's physician email list contains 580,000 addresses for 90 specialty types. These addresses can be segmented by additional selects such as geography, office size and more. SK&A email campaign deployments also include tracking and analysis reports. [Read more.](#)

INDUSTRY NEWS

iPads Changing the Way Pharma Communicates with Physicians. When iPads hit the market last year, professionals latched onto the slim new device. Now a recent study shows just how much pharma reps are utilizing the iPad. According to InTouch Solutions Inc., more than one-third of physicians received iPad details from pharma sales representatives. Of these physicians, 68 percent reported being "extremely satisfied" or "very satisfied" with the iPad detailing. Find out more insights from the report. [Read more.](#)

Physician Mobile Use Increases 45 Percent. A recent report by Bulletin Healthcare analyzed the habits of 550,000 healthcare providers to find that mobile consumption of medical news by physicians grew 45 percent between June 2010 and February 2011. Mobile usage rates were also broken down by 14 specialties, with physician assistants leading the ranking. Find out more about the report and which other specialties made the ranking. [Read more.](#)