



NEWS ALERT



Marketing to Healthcare Professionals

87 percent of office-based physicians accept faxes as a primary channel to receive important healthcare announcements*

When you need to deliver time-sensitive product messages, faxing is the fast and affordable alternative to direct mail. Now you can target physicians and other healthcare decision-makers with SK&A's accurate business fax numbers and overnight deployment.

Use fax for campaigns that require immediate deployment

- * Product announcements
- * Urgent messages
- * Seminar deadlines
- * New indications
- * 11th hour sales promotions
- * Drug recalls
- * Physician surveys
- * Warnings

Target each recipient by name and title at these locations

- * Physician offices
- * Hospitals
- * Pharmacies
- * Medical group headquarters
- * Nursing homes
- * and other locations

Fax case study: voluntary product withdrawal

A leading pharmaceutical company recently broadcast an urgent message to professionals regarding the withdrawal of several over-the-counter medicines. The message was faxed overnight to more than 300,000 pharmacies and physician offices.

Learn more about SK&A's medical fax marketing service

Visit [here](#) or call: 1-800-258-9479

*SK&A Issues Results of Physician Fax Acceptance: [Read the press release](#)