



NEWS ALERT

Marketing to Healthcare Professionals



IN THIS ISSUE

- **Physician Access Study: 19% of Physicians will not See Drug Reps**
- **These Doctors Are Willing to Participate in Clinical Trials**
- **SK&A Releases Data on Hispanic Healthcare Providers**
- **How to Target Physicians by their Prescribing Volume**
- **Live Access Now Includes Driving Maps to Medical Offices**
- **In the News: SureScripts Offers Study on E-prescribing Trends**

Physician Access Study: 19% of Physicians will not See Drug Reps

The good news: most physicians have an open-door policy when it comes to visits from pharma sales reps, and only a few require appointments. The bad news: 19.1% refuse to see reps at all, crippling detailing efforts. SK&A polled physicians to determine who will see reps and when. [Download results](#)

These Doctors Are Willing to Participate in Clinical Trials

Perfect for drug trials and medical education programs, this new database includes 57,000 physicians who have taken part in FDA-approved clinical trials. Updated quarterly, Clinical Trial Physicians offers name, specialty, business address, phone and fax, patient volume, date of last trial, and number of trials.

[Learn more](#)

SK&A Releases Data on Hispanic Healthcare Providers

SK&A has teamed with Ethnic Technologies, the leader in name matching and identification, to create this unique 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. An excellent resource for market development or sales strategies. [Select data card](#)

How to Target Physicians by their Prescribing Volume

This database enables the targeting of physicians and other prescribers by the volume of scripts they write. Improve your sales and marketing efforts by understanding the prescribing habits of doctors. Best uses for: mailing to doctors that treat specific conditions, improving sales reach and productivity, uncovering new opportunities, targeting for medical education attendance. [Learn about Rx data](#)

Live Access Now Includes Driving Maps to Medical Offices

Need to locate physicians in a hurry? SK&A's *Live Access* is an online search tool that gives you instant results. Find physicians, pharmacists, dentists, hospital managers and others. See over 2 million quality contacts. Get names, addresses, driving directions and phones. Identify partners, affiliations, and more. Export and save the results.

[Start your 14-day trial](#)

In the News: SureScripts Offers Study on E-prescribing Trends

The use of e-prescribing has grown dramatically and will triple in 2008. SureScripts estimates 100 million electronic prescriptions/refills will go through its network next year, up from 35 million in 2007. Yet only 2% of new prescriptions and renewals are e-prescribed, and only 6% of U.S. physicians are e-prescribing today. [Read report](#)

[Send to a friend](#) [Subscribe](#) [Unsubscribe](#) [Privacy Policy](#)

Five Easy Ways to Market to Physicians

[At their Business Address](#)

[At their Home](#)

[At their Group Headquarters](#)

[At their Email Address](#)

[At their Office Fax](#)

Contact SK&A
(800) 752-5478

[Visit Website](#)

[Access Datacards](#)

[Send Email](#)



**HIMSS 2008 Annual
Conference & Exhibition
Orange County Convention
Center
Orlando, FL
February 24-28, 2008
Come Visit our Booth #4121**

SK&A Information Services, Inc. Since 1982

2601 Main Street, Suite 650, Irvine, CA 92614, Phone: (800) 752-5478, Fax: (949) 476-2168
Web site: www.skainfo.com, E-mail: skasales@skainfo.com