



HEALTHCARE INSIGHTS

SK&A Offers Physician Move Rate Study. According to a new report, 15.2% of physicians move to a new location or practice, retire, or pass away each year. The report ranks 88 specialties by their annualized change rate. Use this report to identify doctors who may pose targeting problems, and improve the success of your promotions or personal contact. [Download complimentary report](#)

Physician Specialty and Location Report. A revised 6 page report outlines 90 specialties and the number of physicians practicing in those specialties in each state. Also see the top 20 specialties ranked by number of physicians. Use this intelligence to evaluate your coverage, compare territories, measure performance or plan marketing events. [Download complimentary report](#)

DATABASES & RESOURCES

New Hospital Business Intelligence. Improve your sales and marketing success with SK&A's hospital data. Target your mail, fax or email campaigns to more than 100 decision-maker job titles at 6,750 U.S. hospitals. Select hospitals by geography, bed size, site type, treatment type or ownership. Learn which doctors have admitting privileges. [Read more](#)

Pharmacists Take Leadership Role. Pharmacists are taking a more active role as patient advocates and business influencers. Target your messages to the top staff pharmacists with SK&A's database of 168,128 contacts at 61,452 sites, including every chain, independent and institutional location. [Learn more](#)

Hot List of Physicians! Did you know 3,747 docs were added to SK&A's Office-Based Physicians database for the week ending June 14? [View results](#)

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SPECIAL OFFERS

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