

## Finance and Administration Lists

[Billing/Business/Insurance Managers 166,415](#)

[Physician Office Insurance/Billing Supervisor 10,876](#)

## SK&A Customer Compliments

[7 New Client Testimonials](#)

[2 New Case Studies](#)

[Biotech Video Testimonial](#)

## Information Resources

[Datacards](#)

[Articles Archive](#)

[Past Issues](#)

[Press Room](#)

[Glossary](#)

[Blog](#)

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## HEALTHCARE INSIGHTS

**Which Physician Specialties Accept Medicare and Medicaid?** In the recent update to its "Physician Office Acceptance of Government Insurance Programs" report, SK&A surveyed all 237,057 medical sites in its Office-Based Physician file to determine which practices accept and do not accept Medicare and Medicaid. Results from the report are segmented by number of physicians at the site, average daily patient volume, practice specialty, ownership and more. [Download complimentary report to see the results.](#)

**Physicians Visited By Up to 20 Sales Reps Weekly.** According to SK&A's latest "Physician Access" report, 98 percent of physicians say their offices are visited by up to 20 pharmaceutical or medical device reps each week. Even so, nearly half of physicians say they require or prefer appointments to be made prior to one-on-one meetings. Are practice location, specialty, ownership and office size determinants in physician access? Discover the answers in this complimentary national report. [Download complimentary report to see more results.](#)

## INDUSTRY NEWS

**Physician Offices Reveal Their Drug Sample Preferences.** Last June, SK&A surveyed 32,000 physicians from its Office-Based Physician file on their drug sample preferences. Physician office personnel were asked what physicians' preferences were for receiving drug samples as well as if they stored drug samples at their offices. Report findings can be segmented by physician specialty, office size and more. [Read more to strategize for your next sampling campaign.](#)

**USA Today Updates its "Most Influential Doctors" Database.** USA Today's "Most Influential Doctors" database, which includes 8,800 specialists in 12 common treatment areas, was recently updated for the second quarter. The database is compiled by Qforma, with SK&A continuously verifying the data via its DMR Source Verified service. Physician data matched to Qforma's originated from SK&A's Office-Based Physician database, which is phone-verified every six months for accuracy. [Read more about our physician database verification process.](#)

## LISTS & DATABASES

**What Email Campaign Type is Most Sent, Opened and Clicked?** Second quarter results for SK&A's Email Performance Archive (EPA) are available now, with data reflecting campaigns for over 2.4 million records sent. The EPA is a quarterly updated reference that ranks the most sent, opened and clicked-through email types for SK&A's deployed client email campaigns. Use the archive to track current healthcare marketing email trends and to plan your next campaign accordingly. [View the EPA results now.](#)

## SPECIAL OFFERS

**For Quick Online Look-ups, 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.](#)