

## Healthcare Manager Lists

[Integrated Healthcare Organization Managers](#)  
9,675 contacts

[HMO/PPO Managers](#)  
3,375 contacts

## SK&A Customer Compliments

[3 New Client Testimonials](#)

[3 New Case Studies](#)

[Biotech Video Testimonial](#)

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## HEALTHCARE INSIGHTS

**Which Physician Specialties Yield the Largest Salaries?** SK&A's "Physician Compensation Report," which includes U.S. survey data from SK&A and the American Medical Group Association (AMGA), features salary data for 67 specialties by average starting salary, average median salary, and regional median salaries. The number of physicians represented by each specialty is also listed. In addition, the report ranks the top 32 specialty areas that pay over \$300,000 per year. Use this report to track salary trends, make resource decisions or plan outreach to high-income physicians.  
[Download complimentary report to see the results.](#)

**Target the Most Powerful Healthcare Entities.** The "Top 50 Hospital Management Corporations Report" by SK&A ranks organizations by the number of hospitals within each group. HMCs are corporations that own multiple hospitals and nursing homes around the U.S., giving them large-scale operational needs and great purchasing power. Segment and reach out to these primary players for healthcare products, medical equipment and supplies, human resources planning, and much more.  
[Download complimentary report to see which HMCs made the ranking.](#)

## INDUSTRY NEWS

**How Will Doctors' Digital Behavior Affect Next Year's Budget?** Now that nearly every doctor is using a smartphone to manage day-to-day personal and professional business, online data sources for targeting these healthcare professionals are expected to reach new heights in 2011, according to a recent study released by Winterberry Group.  
[Read more about what's coming up for measuring doctors' digital behavior.](#)

**Nova Biomedical Realigns Sales Territories with SK&A Hospital Data.** Because 15 percent of physicians move, retire, or pass away yearly, contact databases require consistent verification to keep information current—something SK&A's Research Center does on a daily basis. Last year, Nova Biomedical came to SK&A with a 10-year-old database used to assign territories to its team of sales reps.  
[Read about how SK&A helped Nova Biomedical update its hospital data and perfect its sales territories.](#)

**One-third of U.S. Prescribers Use E-prescribing.** Last week, results from an annual nationwide audit of electronic-prescribing use conducted by Surescripts were released, citing Massachusetts as the leading state in e-prescribing usage. The survey found that more than 200,000 office-based prescribers—or one out of every three physicians, nurse practitioners and physician assistants in the U.S.—now use e-prescribing.  
[Find out who ranked as the top 10 states with the highest rates of e-prescribing.](#)

## LISTS & DATABASES

**SK&A's Newest List: Surgery Center Decision Makers.** Target 33,000 decision makers at 6,100 U.S. ambulatory surgery center facilities with this list, which includes 40 job titles for physicians, other prescribers, administrators, and business managers who are affiliated with these surgery centers. [View the complete datcard.](#)

## SPECIAL OFFERS

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