

High-earning Physician Lists

[36,000 Diagnostic Radiologists](#)

[34,700 Orthopedic Surgeons](#)

[19,000 General Surgeons](#)

Healthcare Data Resources

[Email Performance Archive](#)

[Physician Hot List](#)

[My Data Dilemma Series](#)

Missed Last Month's Newsletter?

[Older Physicians More Likely to Use EHR Functionalities](#)

[Ninety Percent of Physicians are Using Social Media](#)

[SK&A Newsletter Archive](#)



INDUSTRY NEWS

Most Physicians Have Inadequate EHR Training. In a recent study by AmericanEHR Partners, data shows that the recommended amount of initial physician training to adequately use EHRs (three to five days) is not being met. Half of physician respondents reported they received three or fewer days of training for their EHR systems. Discover and take advantage of additional key findings from this report. [Read more.](#)

Hospitals Have Growing Interest in Information Exchanges. Results from a Capsite study recently showed that 80 percent of hospitals have interest in healthcare information exchanges, whether they were already involved in an HIE or intended to join an exchange. While this data aligns with findings from HIMSS' 2011 Leadership Survey, experts are still skeptical. Learn more about HIE study findings and experts' commentary. [Read more.](#)

HEALTHCARE INSIGHTS

Seventy-five Percent of Large Physician Offices Have Adopted EHR. SK&A's updated "Physician Office Usage of Electronic Health Records Software" report revealed that 40.4 percent of offices now have EHR software, an overall 2-percent jump since October 2010. Another significant finding identified in the survey of 237,562 U.S. physician sites was that the likelihood of EHR adoption increases as office size, number of exam rooms and average daily patient volume increases. [Download complimentary report.](#)

Report Shows Count of Physician Specialties by State The recently updated "Nationwide Physician Specialty Report" by SK&A lists U.S. states with the number of physicians who practice in each of 90 specialty areas. Use this data to focus product and service promotions to relevant specialists and to strengthen your engagement efforts. It also ranks the top 20 largest physician specialties, with family, internal and pediatric medicine topping the chart. Review the complete report to see what other specialties made the ranking. [Download complimentary report.](#)

LISTS & DATABASES

Select Hospital Decision Makers by 100 Titles. Despite the complexity of staffing within large hospital systems, you can reach virtually any decision maker in any department with SK&A's hospital database. Select from thousands of decision makers by titles such as chief of medical staff, director of emergency room, director of radiology services and much more. [Learn more.](#)

New EHR Lead Generation Database Available. Since SK&A began measuring medical office adoption rates of EHR and supporting data in 2008, it has built a comprehensive resource of intelligence that can help HIT companies target and market to healthcare providers interested in EHR. This new lead-generation capability allows you to select from a database of office-based physicians who have shared their EHR status and preferences with SK&A. Find out more about what specific EHR data points are available and how the list can be segmented to fit your needs. [Read more.](#)

SPECIAL OFFERS

Put Your Data Quality to the Test with a Free Audit from SK&A. Send SK&A up to 100,000 contact records and receive a no-cost report that shows the strength of your sales data. Valued at \$700, this report reveals where gaps exist in your current customer or prospect database. Then take advantage of a 25-percent discount for future data-enhancement services using our DMR Source Verified service. This one-time offer expires December 31, 2011, so send us your data today. [Sign up here.](#)