



# NEWS ALERT

Marketing to Healthcare Professionals



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**SK&A Study: 19% of Physicians Won't See Drug Reps**  
About 19% of office-based physicians will not see sales reps from the drug or device industry, according to a new study by SK&A. Another 22.7% of doctors require the reps to set an appointment. These findings underscore the increasing limitations that physicians are imposing on visits from the industry. [Download report](#)

**Most Medical Practices Willing to Accept Marketing Faxes**  
This study may change the way you feel about using fax numbers or fax broadcasting. In a survey of office-based physicians, SK&A found that 88% of physicians accept fax communications about various topics of interest. These topics include product recalls and updates, continuing education, office products, and publication offers. [Read more](#)

**Physicians Working Online are Responsive to Email Messages**  
As more physicians work online, email has become an effective way to capture their attention. SK&A has built the most accurate physicians @ work database with more than 350,000 verified email addresses. Reach doctors at their practice location when they are engaged online. Target by specialty or title. Save time by deploying immediately. [Learn more.](#)

**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 Data at Your Fingertips Anywhere, Anytime**  
For anyone selling to the medical industry, *Live Access* is a must. This online search tool gives you instant access to physicians, pharmacists, hospital managers and others. Get names, addresses, phones and maps. Identify partners and affiliations. Export and save results. Sign up your entire sales team. See over 2 million verified contacts! [Start your 14-day trial](#)

**In the News: Physicians Trumpet the Value of ePrescribing**  
Efforts to expand the use of ePrescribing got an important boost from new research released Feb. 28 showing ePrescribing receives high marks from those whose opinion may count the most – physicians. [Read story.](#)

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### Five Easy Ways to Market to Physicians

[At their Business Address](#)

[At their Home Address](#)

[At their Group Headquarters](#)

[At their Email Address](#)

[At their Office Fax](#)

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