

General Practitioner Lists

[84,000 Family Practitioners](#)

[71,500 Internists](#)

[41,600 Pediatricians](#)

SK&A Customer Compliments

[7 New Client Testimonials](#)

[2 New Case Studies](#)

[Biotech Video Testimonial](#)

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HEALTHCARE INSIGHTS

Despite Appointment Requirements, Physicians Visited By Numerous Sales Reps Weekly. According to SK&A's latest Physician Access report, 90 percent of physicians say their offices are visited by more than 10 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. These findings and more are available in SK&A's updated Physician Access study. Are practice location, specialty, ownership and office size determinants in physician access? Discover the answers in this complimentary national report. [Download complimentary report.](#)

New York Leads the U.S. with the Three Largest Home Healthcare Agencies. The home healthcare equipment industry generates more than \$20 billion in revenue annually and is one of the fastest growing segments of healthcare. Market drivers include an aging populace and their search for alternatives to expensive in-patient care. This complimentary market report identifies the top 50 agencies and the treatment services they offer. [Download complimentary report.](#)

INDUSTRY NEWS

Over 5.6 Million Healthcare Data Records Shipped Monthly to Consulting/Market Research Sector. The first and second quarters of 2010 drove orders for over 200 million healthcare data records at SK&A. According to a report, consulting/market research customers purchased the most targeting data for the first half of the year with a monthly average of 5,628,326 records shipped by SK&A. [Read more to find out what other industries are leading 2010 healthcare data usage.](#)

Doctors Still Want Drug Samples Delivered In-person. Traditional face-to-face pharma-rep interactions are still preferred for sample drop-offs rather than e-sampling, according to a recent DTW Marketing Research study. In a survey of primary care physicians, results showed that 73 percent of respondents prefer drug samples to be hand-delivered by sales reps. [Read more about physicians' drug sample preferences.](#)

LISTS & DATABASES

Identify EHR Decision Makers and Their Buying Factors. When it comes to purchasing Electronic Healthcare Records software, physicians are calling the shots. A recent SK&A survey of 6,772 medical sites revealed that doctors (42.3 percent) are the top decision makers for EHR purchasing, followed by hospital and group owners (20.4 percent) and office managers (19.4 percent). Price (21.5 percent) is the top buying consideration, followed by functionality (8.1 percent), compatibility (6.3 percent), and product features (4.2 percent). Sixty percent of respondents did not have one single buying factor. [Read more about the physician EHR database features.](#)

Fax Urgent Messages to Healthcare Sites as Soon as Two Days. When important messages such as product recalls, surveys, announcements, warnings or 11th-hour sales promotions come up, SK&A has the phone-verified names, titles and fax numbers and reliable fax service to get your message out the quickest and most affordably. Deploying over 645,500 faxes for clients last month, SK&A can reach thousands of healthcare professionals at their physician offices, pharmacies, medical group headquarters, nursing homes or hospitals. [Learn more.](#)

SPECIAL OFFERS - Try SK&A's Top Three Databases for Free for 14 Days. *Live Access* empowers you to search online and get instant access to physician, pharmacist and hospital data on your schedule, not ours. 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.](#)