



# NEWS ALERT

Marketing to Healthcare Professionals



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**SK&A Offers New Sales Report on Hospital Sizes and Types**  
California leads the nation in hospital accommodations with 106,617 beds, far ahead of New York and Florida, says a new report from SK&A. This complimentary study on hospital sales opportunities also reveals the most popular treatment programs offered by hospitals, and a classification of hospitals by their type. [Download report](#)

**Learn Which Physicians Refuse to See Industry Sales 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. [Read more](#)

**Most Physician Offices Willing to Accept Marketing Faxes**  
Continuing its channel preference study of office-based physicians, SK&A reports 87% of physician offices surveyed accept fax communications about various topics of interest. These topics include product recalls and updates, information on CME, medical office products announcements, and publication offers. [Read more](#)

**View 2 Million Healthcare Provider Profiles Online**  
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 directions. Identify partners, affiliations, and more. Export and save results. Sign up your entire sales team. See over 2 million verified contacts! [Start your 14-day trial](#)

**In the News: Get Ready for the May Postage Increase**  
It's nothing to lose sleep over, but coming this May the USPS will again increase the price you pay to mail letters, postcards, large envelopes, and certified mail. Cleaning your mailing list of bad data is more important than ever. [Read more.](#)

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**Phone Verified Lists  
Deliver Better Results**  
[View data cards](#)

**Office-Based Physicians**  
637,120 doctors

**U.S. Pharmacy contacts**  
174,401 professionals

**Dentists and Office Managers**  
179,523 contacts

**Hospital Management**  
237,508 professionals

**Nursing Homes**  
185,194 managers

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