



# NEWS ALERT

Marketing to Healthcare Professionals



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### SK&A Offers Report on Physician Email Best Practices

With physicians spending more than 9 hours per week online, email has become a viable channel to engage them. But email marketing is worlds apart from traditional branding. Email has its own set of rules. SK&A's Best Practices will help you improve your ROI. You'll learn how to write subject lines, avoid poisonous spam words and punctuation, comply with CAN-SPAM, and much more. [Download report](#)

### Email is the Fastest Way to Reach Physicians at Work

Email is faster than direct mail and more measurable. Now you can reach physicians affordably with SK&A's business-only email addresses. We deploy an average of 20 physician email campaigns each month, reaching about 163,000 office-based doctors. Target all the top specialties for surveys, recruitment, e-details, product messages or recalls. Take advantage of SK&A's experience and reputation. [Read more](#)

### Using HTML? Try These Email Design Considerations

HTML is the preferred choice for email creative, even though plain text format often achieves better results. So if you must design with HTML, consider these tips and guidelines from SK&A and our partners. This complimentary report offers suggestions for file layouts, color usage, backgrounds, image sizes, fonts, CSS properties, linkages and more. Share it with your creative team. [Download report](#)

### New to the Market: Primary Care Physicians Database

With this all-new contact list, you can reach the busiest physicians who have the highest average daily patient volumes. Primary care doctors are involved in general and family practice, internal medicine and pediatric medicine. Target them by geography, practice size, even prescribing volume. SK&A has phone-verified all 197,000 + contacts in this file to guarantee accuracy. [Select data card.](#)

### In the News: Direct to Generate \$10.6 Billion in Pharma Sales

This year pharmaceutical companies are forecast to generate \$10.6 billion in sales through direct marketing, and that figure is expected to hit \$15.2 billion in 2012. These are key findings in a new report from the Direct Marketing Association. [Read more](#)

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## 5 More Ways to Target Physicians

[By Prescribing Volume](#)

[By Practice Specialty](#)

[By Office Fax Number](#)

[By Clinical Trial Participation](#)

[By Home Address](#)

### Contact SK&A

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