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SK&A Offers Report on Physician Specialties

See the big picture where U.S. physicians practice. This comprehensive, 6 page report outlines 90 specialties and the number of physicians practicing in those specialties in each state. Use this intelligence to evaluate your coverage, compare territories, measure performance or plan marketing events. It's yours at no cost. [Download now](#)

Channel Usage Trends Show Marketing Patterns

Which marketing channel is most often used to reach healthcare practitioners? Which specialist receives the most direct mail? Who are healthcare marketers really trying to influence? The answers are available in SK&A's 3rd quarter channel usage trends. See the 10 "most targeted" job titles, plus more. Align this intelligence with your 2009 marketing plans. [View study](#)

Solve Your Toughest Customer Data Problems

Because up to 18% of physicians move, retire, pass away or make other changes each year, the need to clean and enhance your contact database is critical for sales and marketing success. Now you can engage SK&A's Research Center to solve your toughest customer data problems. Our DMR Source Verified service improves targeting databases for pharma, medical device, insurance and other industries. [Read more](#)

Solutions for Small Budgets: Purchase Lists Online, No Minimums

For the marketing manager with limited budgets, *Live Counts* offers instant mailing list counts and pricing with same-day fulfillment on most purchases. Run counts online and know your costs. No need to register unless you buy. Query a database of 1.1 million medical office contacts and 226,844 hospital contacts. Choose from dozens of selections for accurate targeting. [Start counts here](#)

In the News: Slow Growth in the U.S. Pharma Market

The U.S. pharmaceutical market will grow only 1 to 2 percent to \$287 to \$297 billion, according to forecasts by IMS Health. Contributing to the slower growth is less-than-expected demand for recently introduced products, as well as the economic climate, which appears to be having an impact on doctor visits and pharmaceutical sales. [Read forecast](#)

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