



# NEWS ALERT

Marketing to Healthcare Professionals



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### **Just Published: SK&A Offers Report on Physician Specialties**

See the big picture on where U.S. physicians practice. This comprehensive, 6-page report outlines 90 physician 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](#)

### **Introducing *Live Counts* for Instant List Counts and Orders**

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

### **Mail to Doctors and Nurses at their Home Address**

Now you can reach doctors and nurses in the privacy of their homes. With above average incomes, these professionals are active buyers and receptive to job opportunities. This unique file has the much sought after home mailing addresses of prescribers, nurses and hygienists. Choose from over 3.7 million records.

[Select data card](#)

### **One-Fifth of Physicians Refuse to See Industry Sales Reps**

About 19% of U.S. office-based physicians refuse to see sales reps from the drug and 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 press release](#)

### **In the News: Email Gaining Favor as Marketing Channel**

According to a new study by Datran Media, 82 percent of the marketers surveyed said they plan to increase their use of email marketing in 2008. The study also found that 55 percent of the respondents expect ROI from email to be higher than any other channel.

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