

HEALTHCARE INSIGHTS

Updated Report: Top 50 U.S. Hospitals. If you're selling to hospitals, you won't want to miss this useful marketing report. Identify the top 50 hospitals with city, state and bed count. Learn about the 28 most popular treatment programs, and the 14 unique hospital types. See states ranked by most hospitals and beds. [Download complimentary report](#)

Study Reveals EMR Usage in Physician Offices. Sixty-seven percent of medical offices with four or more physicians do not currently use EMR software. A new survey by SK&A points to substantial sales and marketing opportunities for healthcare information technology vendors and service providers. [Download complimentary report](#)

DATABASES & RESOURCES

Physician Email Counts Grow to One Million. Access the largest and most responsive database of verified email contacts with more than one million addresses. Target physicians in 89 specialties at their business address. Select by specialty, job title, office size, location or many other variables. [Get counts](#)

Physicians Continue to Limit Sales Rep Access. Nearly 40% of doctors require sales reps to set appointments to deliver details, samples or promotion. Physicians across every type of practice are placing restrictions on sales-rep access. Read more for trends from SK&A's ongoing Physician Access study. [Read more](#)

Fresh Data is Better! SK&A's Office-Based Physician Database is now updated daily. Benefit from more robust counts, better sales leads, and higher response to your marketing programs. [Read more](#)

Physician Hot List! Did you know 2,940 physicians and 255 offices were added to SK&A's database for the week ending April 25? [View results](#)

Follow Us on Twitter. While we don't have as many followers as Ashton Kutcher, SK&A's fan base is growing fast! Use our daily updates to stay informed. [Read Twitter](#)

SPECIAL OFFERS

Solutions for Small Budgets. Purchase lists online with no minimums. *Live Counts* offers instant mailing list counts and pricing with same-day fulfillment. Run counts online and know your costs. No need to register unless you buy. Query a database of over 1.1 million medical office and 226,691 hospital contacts. [Begin counts here](#)

MARKETING CHANNEL METRICS

Top Physician Titles	Top Business Titles
Family Practitioners	Physicians, Medical Group
Internists	Office Manager, Medical Group
Pediatrician	Staff Pharmacist, Pharmacy

[See full marketing channel results.](#)

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