



NEWS ALERT

Marketing to Healthcare Professionals



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Just Published: Largest Home Healthcare Agencies

The home healthcare equipment industry generates more than \$20 billion in revenue and is one of the fastest growing segments of health care. Market drivers include an aging populace and the search for alternatives to expensive in-patient care. This complimentary market report reveals the top 50 agencies and the most popular treatment services they offer. [Download here](#)

New Report Identifies Largest U.S. Nursing Homes

Golden Ventures and Sunrise Senior Living are the nation's two largest nursing home groups, each with more than 320 locations. See the other 48 top groups, plus the top 50 nursing homes ranked by bed size in this complimentary market report. Also learn about nursing home ownership, treatment types, and locations.

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Cancer Drug Sales to Grow at Double Digit Rates

Global sales of cancer drugs will grow at an annual rate of 12 to 15 percent, reaching \$75 to \$80 billion by 2012, says a new forecast by IMS Health. The growth for oncology products will be nearly double the growth rate of the global pharma market, which grew at a 6.4 percent pace in 2007. IMS expects growth to be bolstered by 25 to 30 new chemical entities between 2008 and 2012. [Read article](#)

Find Key Contacts by Name at Medical Offices, Hospitals, Pharmacies

For anyone selling products to the medical industry, *Live Access* is a must. This online search tool gives you instant access to physicians, pharmacists, hospital managers and others. Lookup names, addresses, phones and maps. Identify partners and affiliations. Export and save results. Sign up your entire sales team. See over 2 million verified contacts! [Start your 14-day trial](#)

In the News: Oncology Market Facts and Outlook

Learn about the drugs and indications that will drive the oncology market to over \$60 billion in sales this year... plus other market tidbits and predictions. [Read more](#)

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Business Office Managers
254,595 professionals

Hospital Management
231,527 professionals

Nursing Home Management
185,742 professionals

**Home Healthcare
Management**
29,603 professionals

**Food Service/Nutrition
Management**
19,706 professionals

**Medical Records Decision
Makers**
37,058

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