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MARKET INSIGHTS

Physician Top 50 Zip Codes Report. The latest OneKey market insight report reveals the top 50 Zip Codes with the highest concentration of office-based physicians. View the report for physician and site counts, and see the largest hospital within each Zip Code. [Use this report](#) to target densely populated physician communities.

U.S. Physician Office Density Report. California and Florida are among the states with highest number of medical offices, according to this recently updated OneKey report. See the count of medical offices by state and the breakdown by office size. [Use this data](#) to support sales territory planning and resource allocation.

HCPs' Road to Retirement Takes a Detour. The increasing trend of healthcare providers indicating a delay in retirement plans have raised some questions on how the healthcare industry will be affected. [Read the SK&A blog](#) to learn why physicians plan to work longer.

PHARMA INDUSTRY NEWS

Key Influencers and Networks in Hematology. At this complimentary event, guest speakers **James Armitage (MD)** and **Alain Herrera (MD)** will discuss survey results from the U.S. nominative database Physician Connect™, and explain how influence mapping helps pharmaceutical companies achieve their goals. [Register for event.](#)

No CME-pocalypse, Data Show. Despite less commercial funding, physicians are still participating in CME activities and numbers are on the rise. Which types of CME activities are popular among doctors? [Read on](#) to find out.

Pharmas Kept Facebook Pages after Open Wall Policy. Many pharma companies see the benefits of keeping their Facebook pages outweighing the risks, following Facebook's open wall policy. Pharma companies see value in continuing social engagement and patient dialogue. How are pharma companies managing the change? [Find out here.](#)

SPECIAL OFFERS

Save 25% on Prescriber License Verification. Use Cegedim's Validator to gain access to four million reliable prescriber license records from state, federal and association sources. Validator provides up to three state medical license numbers and up to two DEA numbers with the best name, consensus address, and expiry dates where available. Offer ends November 30. [View counts](#) of the available SLN, DEA, NPI, and ME numbers for 21 professional titles.

DATABASES AND RESOURCES

Use Physician Insights to Formulate Marketing Strategies. Physician Connect supports your marketing strategies by providing deep insights on physicians. Supported by the OneKey database, the Physician Connect web-based custom research service helps you reach a responsive base of 720,000 physicians from 95 specialties. Use Physician Connect to understand physician attitudes, preferences and networks, and identify market opportunities. [View the physician counts](#) in the database.

Find Sales Opportunities Within Your Customer Master Data. With Nucleus 360 master data management solution, you will gain a total master view of your customer data to maintain regulatory compliance and optimize sales opportunities. Delivered as SaaS, Nucleus 360 is a scalable solution that consolidates your data into one unique actionable source that sales, marketing and compliance teams can use for analysis and reporting. [Download Nucleus 360 factsheet.](#)