



HEALTHCARE INSIGHTS

New Report Reveals Where to Reach Pharmacists. Learn how to target pharmacists more accurately with SK&A's newly updated Pharmacy Location report. This no-cost study is a valuable resource for any sales or marketing organization targeting pharmacists. See the top 25 pharmacy chains ranked by number of staff pharmacists. Get pharmacy counts by state, site type, ownership, and location size. [Download complimentary report](#)

DATABASES & RESOURCES

How to Identify Dead, Moved or Retired Physicians. Did you know that 18% of physicians move, retire or pass away each year? How many are still in your database? Because physicians are likely to make personal and professional changes each year, the need to scrub your contact database is critical to sales and marketing success. DMR Source Verified is a new research service that cleans and augments databases of physicians and other healthcare practitioners.

[Learn more about database cleanse and append](#)

Take Advantage of 2.3 Million Quality Email Addresses. Reach physicians, pharmacists, hospital managers, nurses and other decision makers with email. Capture their attention and generate leads! SK&A offers the largest and most responsive database of verified email addresses with more than 2.3 million contacts. Select your contacts by specialty, job title, office size, location, or dozens of other targeting variables. [Learn more about healthcare emails](#)

Identify Physicians by Office Size and Patient Volume. Physician office size and new patient volume are among the new selections available from SK&A's Office-Based Physicians database. Now you can target physicians by the number of exam rooms in the practice building or the number of new patients being accepted. Other new selects include site office hours, languages supported, Medicare acceptance, and use of an Electronic Medical Records (EMR) system. [Learn more about targeting physicians](#)

Gain Permission to Fax to Physician Offices. Permission Fax is a new service enabling marketers to obtain specific, named permission from physician offices. Permission Fax allows CME providers, pharmaceutical marketers, medical device makers, insurance companies, and others to fax with the assurance the messages are not only welcome by physician offices but compliant with applicable federal law and state laws. On behalf of a client, SK&A will survey physician practices to build a customized permission file, and will continue to re-verify the fax opt-in data every six months. [Read press release](#)

SPECIAL OFFERS

Solutions for Small Budgets: Purchase Lists Online, No Minimums. For the marketing manager with a limited budget, *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 over 1.1 million medical office contacts and 225,360 hospital contacts. Choose from dozens of selections for accurate targeting. [Begin counts here](#)

Find New Leads at Medical Offices, Hospitals and Pharmacies. For anyone selling products to the medical industry, *Live Access* is a must-have resource. 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. View or export and save results. Sign up yourself or your sales team. See over 2 million verified contacts! [Start your 14-day trial](#)

MARKETING CHANNEL METRICS

Top Physician Titles

Family Practitioners
Internists
Pediatrician

Top Business Titles

Physicians, Medical Group
Office Manager, Medical Group
Staff Pharmacist, Pharmacy

[See more marketing channel results.](#)

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