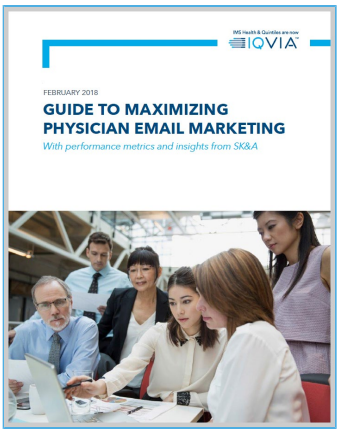
SK&A *News Alert* - March 2018

Analysis Sheds Light on What Makes Doctors Click

With in-person access to physicians on the decline, email continues to play an important role in marketing strategies across various industry segments. Emailing doctors has its own unique set of challenges, however. This updated guide, based on our internal analytics, provides insight into:

- Best practices, including which days to send emails
- Types of campaigns most frequently sent
- Physician specialties with the highest open rates
- Physician specialties that click the most



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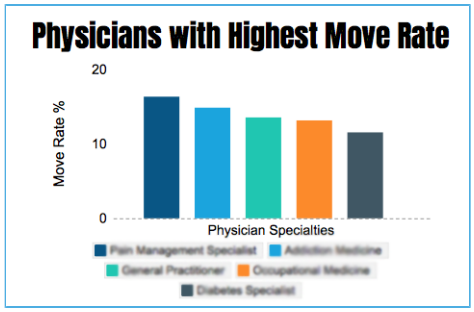
INFOGRAPHIC
Physician & Hospital Staff Move and Growth Rates



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SPRING EMAIL SALE

Get in on the biggest sales event of the year! Now through March 30th, we're offering 3 ways to save big on healthcare provider emails. Select from SK&A's rich database of over 1.3 million addresses.

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growth rates of the most transient physician specialties and hospital roles.

View Infographic

"The IMLC is particularly important for improving access to medical care for people in underserved areas, including rural America."

Practicing Across State Lines Getting Easier for Physicians

The Interstate Medical Licensure Compact (IMLC) is making licensure for healthcare practitioners easier than ever. Since the IMLC's launch in April, 2017, nearly 400 multistate licenses have been issued.

Read Article

Key Resources

Healthcare Email Lists - See a breakdown of some of our most popular email lists
Hospital Emails - Reach hospital decision makers, hospital-based physicians and more
Database Finder - The quickest way to find the SK&A database you need

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