ACCESS PHYSICIANS REFERENCE DATA—UNDERSTAND TRENDS IN PHYSICIANS' PRACTICE ENVIRONMENT

WHY PHYSICIANS REFERENCE DATA?

- Access doctor and practice specialties, including independent and hospital-affiliated practices

- Utilize NPI as an identifier for linking

- Track Hospital affiliations and ownership

- Identify electronic medical record (EMR) usage

- Review news reports of merger and acquisition activity

UNIQUE FEATURES

- 1.1+ million records across 90 specialties and affiliations with 480,000+ healthcare facilities nationwide

- Physician-identifiable records (National Provider Identifier), Group practice and ownership information (hospital or health system)

- 115+ fields of valuable data

USE-CASE SCENARIOS

- Identify the potential implications of reorganization of physician practices: changes in practice patterns, care delivery, and payment

- Assess practice size and hospital or health system in the purchasing of physician practices

  Historical data is available.

RESEARCH PRESENTED BY SK&A

Electronic Health Records (EHRs) could help pharma marketers reach doctors,
P. Robles (Econsultancy)

Appointment Availability after Increases in Medicaid Payments for Primary Care,
D. Polsky, PhD, M. Richards, MD, PhD, S. Basseyn, BA, D. Wissoker, PhD, G. Kenney, PhD, S. Zuckerman, PhD, and K. Rhodes, MD

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ABOUT SK&A

Setting the standard for data quality, SK&A (a Quintiles IMS company) is the leading provider of U.S. healthcare information solutions and research. SK&A verifies and maintains contact profiles for more than 2.2 million healthcare providers, including 800,000-plus prescribers. SK&A's data supports research, marketing and compliance initiatives for healthcare IT, medical device, managed care, government, education and more. SK&A's customers include many of America's most recognized healthcare, agency and publishing institutions.

Founded in 1984 with the premise that telephone-verified data was more reliable for direct mailers than compiled lists, SK&A has since evolved into the leading U.S. provider of healthcare information solutions and research. Each month SK&A fulfills an average of 340 orders and ships 30 million data records.

ABOUT WRDS

Wharton Research Data Services (WRDS) is the award-winning research platform and business intelligence tool for 50,000+ corporate, academic, government and nonprofit users at 400+ institutions in 30+ countries. WRDS provides the user with one location to access 250+ terabytes of data across multiple disciplines including Accounting, Banking, Economics, ESG, Finance, Healthcare, Insurance, Marketing, and Statistics. Flexible data delivery options include a powerful web query method that reduces research time, the WRDS Cloud for executing research and strategy development, and the WRDS client server using PCSAS, Matlab, Python and R. Our Analytics team, doctoral-level support and rigorous data review and validation give clients the confidence to tailor research within complex databases and create a wide range of reliable data models.

From partnerships with data vendors to our own tools, including the WRDS SEC Analytics Suite and Event Study by WRDS, Wharton Research Data Services is the global gold standard in data management and research, all backed by the credibility and leadership of the Wharton School.

ABOUT THE WHARTON SCHOOL

Founded in 1881 as the first collegiate business school, the Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. With a broad global community and one of the most published business school faculties, Wharton creates economic and social value around the world. The Wharton School has 5,000 undergraduate, MBA, executive MBA, and doctoral students; more than 9,000 participants in executive education programs annually and a powerful alumni network of 95,000 graduates.

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