SSI Health

Reach Physicians in Your Target Countries and Specialties!

MD Reach by Country and Specialty

SSI Health gives you worldwide reach to doctors across the full spectrum of specialties—so you can build the strongest samples to support your physician research. And every SSI sample is backed by a combined 50 years of sampling leadership to ensure the methodological excellence that drives the most accurate results.

The charts on the following pages show you our physician reach, by specialty, in key countries across the Americas, Europe and Asia-Pacific. And remember…physicians are just one of the healthcare audiences SSI can access for you. We can deliver representative, balanced samples across all of your healthcare targets, including patients, caregivers and the total range of allied health professionals. Plus, our coverage spans all key therapeutic categories.

To learn more, contact:

- **In North America:**
  Chris DeAngelis at +1 203 567 7220 or Chris.DeAngelis@surveysampling.com
  Ryan Hopper at +1 203 275 6356 or Ryan.Hopper@surveysampling.com
- In Europe: +33 (0) 1 4285 9059 or Sylvain.Rouri@surveysampling.com

(continued)

NORTH AND SOUTH AMERICA

Specialty	US	Canada	Mexico	Argentina	Brazil
Allergy & Immunology	2,200	150	200	550	600
Anesthesiology	7,300	2,150	1,400	2,650	5,200
Cardiology	9,650	900	2,440	4,850	7,800
Dermatology	7,000	450	1,280	2,900	4,250
Emergency Medicine	5,750	550	40	5	100
Endocrinology	4,550	350	640	850	2,200
Gastroenterology	6,100	550	1,000	400	3,200
General / Family Practice	22,350	10,500	4,520	5,200	6,600
General Surgery	7,550	1,400	2,640	2,550	5,650
Hematology	1,754	300	200	400	650
Infectious Diseases	2,950	200	260	450	850
Internal Medicine	25,450	2,400	1,680	1,200	4,900
Interventional Cardiology	800	75	380	750	1,200
Nephrology	5,100	400	520	475	1,750
Neurology	9,900	850	1,400	750	3,000
OBGYN	11,800	2,650	3,160	1,950	8,350
Oncology	5,100	400	440	350	1,400
Ophthalmology	6,100	900	1,320	1,650	4,350
Orthopedic Surgery	6,900	1,050	1,680	1,950	5,100
Otolaryngology	5,350	950	1,040	1,500	4,900
Pediatric Medicine	9,400	1,900	3,640	5,300	6,100
Physical Rehabilitation	3,800	300	100	425	800
Psychiatry	11,350	3,300	380	1,100	4,600
Pulmonology	5,050	475	600	475	2,000
Radiology	4,000	1,700	1,040	1,200	2,100
Rheumatology	3,650	300	560	275	1,100
Urology	5,300	475	720	900	2,450
Total Count	**196,204**	**35,625**	**33,280**	**41,055**	**91,200**

EUROPE

Specialty	UK	France	Germany	Italy	Spain	Netherlands	Belgium	Switzerland	Austria	Greece	Denmark	Norway	Sweden	Finland
Allergy & Immunology	425	550	1,500	1,250	850	150	175	125	150	150	25	50	125	50
Anesthesiology	6,550	6,950	7,100	6,600	4,450	1,000	1,600	850	1,450	2,900	800	550	950	550
Cardiology	1,950	4,550	3,050	7,050	1,350	650	850	350	375	1,850	250	300	500	125
Dermatology	1,150	3,050	3,500	3,450	1,050	350	600	300	500	650	50	100	275	125
Emergency Medicine	4,000	5,200	6,150	5,900	3,950	900	1,150	450	950	900	350	325	600	325
Endocrinology	1,950	1,200	950	4,450	650	200	175	125	200	200	125	75	175	25
Gastroenterology	1,450	2,650	1,600	5,950	1,450	200	550	200	275	400	75	225	175	200
General / Family Practice	10,000	9,950	7,250	7,950	9,800	5,700	8,000	3,000	6,250	2,850	3,650	1,400	4,150	1,650
General Surgery	6,000	2,750	7,050	6,500	2,800	850	1,100	800	1,000	1,450	150	350	1,050	700
Hematology	1,150	800	800	3,050	1,000	25	100	125	50	125	75	75	150	25
Infectious Diseases	750	950	550	2,050	700	225	225	75	425	375	50	75	325	50
Internal Medicine	6,200	1,800	7,800	6,350	3,900	1,350	1,400	3,550	2,300	1,100	1,000	450	900	850
Interventional Cardiology	275	450	325	550	200	50	75	50	50	100	50	15	75	15
Nephrology	900	1,000	1,150	2,200	900	125	175	100	125	225	75	75	175	50
Neurology	1,550	1,850	3,800	5,350	2,950	700	600	375	1,150	800	175	325	425	275
OBGYN	4,450	6,250	7,100	7,600	3,900	700	1,150	900	1,150	1,800	1,700	650	900	450
Oncology	1,150	1,050	1,100	2,850	650	400	550	175	400	175	175	125	250	100
Ophthalmology	2,100	4,000	4,750	4,400	2,350	475	800	475	550	1,200	150	350	425	300
Orthopedic Surgery	4,450	1,950	6.850	5,250	3,150	500	800	500	475	1,050	700	300	750	250
Otolaryngology	1,550	4,250	3,950	4,200	1,350	375	500	275	425	750	175	200	400	225
Pediatric Medicine	6,200	5,100	7,050	7,000	5,950	950	1,250	900	850	2,150	375	500	900	400
Physical Rehabilitation	1,150	1,300	1,250	3,400	1,000	200	350	200	200	400	100	125	150	125
Psychiatry	7,600	8,300	7,500	7,300	2,750	2,250	1,450	2,150	800	1,200	700	1,250	1,350	850
Pulmonology	1,400	2,150	950	4,700	1,500	350	325	150	250	850	150	100	125	425
Radiology	2,850	5,350	6,200	5,150	2,200	800	1,200	375	800	1,400	325	225	700	400
Rheumatology	1,300	2,000	1,200	1,450	800	150	200	300	200	200	125	100	200	75
Urology	1,400	700	3,550	2,800	1,500	250	325	150	350	650	150	100	225	75
Total Count	**79,900**	**86,100**	**104,025**	**124,750**	**63,100**	**19,875**	**25,675**	**17,025**	**21,700**	**25,900**	**11,725**	**8,415**	**16,425**	**8,690**

ASIA-PACIFIC

Specialty	China	Hong Kong	Taiwan	Japan	South Korea	Australia
Allergy & Immunology	5	–	50	150	75	75
Anesthesiology	6,250	200	650	4,950	1,900	2,400
Cardiology	5,050	125	450	5,750	550	700
Dermatology	6,200	50	700	5,600	1,000	350
Emergency Medicine	5,950	150	950	1,400	300	700
Endocrinology	4,050	25	175	1,300	425	275
Gastroenterology	2,300	100	375	5,700	2,050	475
General / Family Practice	5,950	300	4,600	2,750	5,950	7,800
General Surgery	6,400	250	3,500	5,600	3,150	950
Hematology	2,000	5	100	1,350	375	225
Infectious Diseases	6,100	10	200	300	–	175
Internal Medicine	6,650	50	5,600	575	5,950	3,350
Interventional Cardiology	350	5	75	325	50	75
Nephrology	600	75	100	2,350	425	175
Neurology	7,250	100	800	5,750	1,900	475
OBGYN	6,000	250	1,650	5,700	3,450	1,100
Oncology	6,200	–	100	50	175	225
Ophthalmology	6,300	150	1,150	5,700	1,500	700
Orthopedic Surgery	5,650	200	1,000	5,650	2,850	800
Otolaryngology	6,300	100	1,500	5.650	1,900	550
Pediatric Medicine	5,950	350	2,350	5,650	3,100	900
Physical Rehabilitation	3,500	10	650	1,350	650	200
Psychiatry	5,950	150	950	5,600	1,300	2,200
Pulmonology	750	50	400	3,600	700	325
Radiology	6,050	150	3,150	3,650	550	1,050
Rheumatology	5,750	100	75	650	100	200
Urology	900	50	550	4,450	1,300	450
Total Count	**124,405**	**3,005**	**31,850**	**91,550**	**41,675**	**26,900**

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