

## **SK&A Announces New Daily Updates of Its Office-Based Physician Database**

**MarketWire**

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IRVINE, CA - SK&A, a leading provider of healthcare information solutions and research, today enhanced its operation to deliver the freshest, most accurate data about U.S. practicing physicians. Now, new or updated physician and physician office information derived directly from the SK&A Research Center to its industry-leading Office-Based Physicians (OBP) Database will be available to customers daily.

The new Daily Update Process enables SK&A to offer enhanced versions of its multi-channel marketing data solutions to office-based physicians including direct mail, fax broadcast, email deployment, telemarketing, and sales profiling. In addition, SK&A's online count and ordering system, Live Counts, and its Web-based portal, Live Access, is powered by new daily updated data. The daily update capability lays the foundation for SK&A to launch near real-time marketing services and insights unique to the healthcare industry, adding tremendous new value to SK&A customers.

### Physician Data Inquiries Satisfied Within 24 Hours

SK&A customers who have a specific question about a physician or physician's office can post their inquiry on the SK&A website. The inquiries are downloaded, queued up in the Research Center, the telephone verification survey is executed, and the updated data is shipped back to the customer. Through the new Daily Update Process, SK&A commits to resolving all customer data inquiries within 24 hours.

"Our customers asked for near real-time response to support their marketing and sales programs," said Dave Escalante, President and CEO of SK&A, "and SK&A has delivered a customer-first, high quality data service unmatched in the healthcare industry."

Unlike other companies who build their databases through matching and appending records without verification, SK&A telephone-verifies every record in its OBP Database every six months to ensure the highest level of accuracy. This process takes place at SK&A's Research Center in Irvine, California, where Research Associates complete more than 6,000 telephone interviews and surveys each business day with physician offices, hospitals, pharmacies and other healthcare sites. As data records are added and corrected, the new information is reviewed for quality assurance and then made available to customers the next business day.

SK&A surveys and verifies physicians, doctors of osteopathy, nurse practitioners, physician assistants, nurses, office managers and other office personnel within independent and group practices. Among the many data fields validated are contact name, specialty, practice name, business address, mailing address, phone and fax, practice size, patient volume, office hours, affiliations and ownership, and other key demographic and marketing variables.

"With physician data verified directly from the source and updated in a near real-time environment, SK&A offers its customers the freshest, highest quality healthcare information available," continued Escalante. "In today's challenging economy, our customers are searching for new innovation, increased value and even higher quality data solutions. SK&A, through our new enhanced capabilities, is in the very best position to support their sales and marketing success."

With 641,000 physicians in 226,000 medical sites, SK&A's OBP is the largest database of prescribing physicians at their office locations. The database also contains nurse practitioners, physician assistants, office managers, administrators and others for more than 1.1 million total contacts.

## About the SK&A Research Center

Based in Irvine, Calif., SK&A's Research Center is responsible for the acquisition, compilation, verification and maintenance of over two million healthcare contact records. SK&A's team of 50 experienced Research Associates complete more than 6,000 interviews per business day, verifying names, specialties, titles, phone and fax numbers, patient volume, and physician affiliation with medical groups, health systems, and hospitals. SK&A associates also perform custom research projects for clients.

## About SK&A Information Services, Inc.

Celebrating its 27th anniversary, SK&A researches and maintains contact and profiling information for over two million healthcare practitioners, including 800,000-plus prescribers. SK&A also offers the largest database of practitioner email addresses. The company delivered more than 50 million healthcare records in the 3rd quarter of 2008. SK&A's customers include many of America's most recognized healthcare and pharmaceutical institutions. Please visit <http://www.skainfo.com/> for more information or <http://www.skalivecounts.com/> for counts and ordering.

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