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BusinessWire



New Market Research Option Available for Companies Selling To Physicians; SK&A Releases Custom Analytical Physician Office Profiling Product

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A new custom market research product is now available to help any product or service company selling to physicians, thanks to SK&A Information Services. Long known as a leading source of quality healthcare provider lists and databases, SK&A announces Analytical Physician Office Profiling (APOP), a dynamic service furnishing highly detailed information from within physician offices.

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Working closely with the customer, SK&A designs a detailed APOP which includes some or all of the following information, based on user need:

- Qualified prospects for new product launches
- Patient volume & type
- Physician sub-specialties practiced
- Medical equipment used or needed

- Medical software and hardware used
- Diseases treated or referred to other specialists
- Procedures performed
- Over-the-counter products recommended by physicians

- Physician satisfaction with products
- Insurance carriers used

While some companies may wish to access SK&A's Analytical Physician Office Profiling (APOP) for market penetration studies, others may use the same information for target marketing and lead generation, or competitive analyses.

Mike Green, vice president of research for SK&A Information Services, said: "We receive customer requests for ever-more detailed information about physician offices. We've already leveraged the skills of our trained Research Center employees to call and complete APOP for a medical practice management company, a biotech company with a new drug, and a well-respected medical malpractice insurance firm."

SK&A uses its own proprietary database of 615,000 office-based physicians at 217,000 practice locations as source data for custom profiling. Any profile request may be segmented by relevant combination of geography, size, specialty, patient volume, or other criteria. The firm says that typical users of the APOP product might include:

- Pharmaceutical companies
- Medical equipment and supply manufacturers
- Medical record and management companies
- Over-the-counter, consumer product marketers

Green added, "We hope to launch three new detailed profiling products later this summer as well, for hospitals, pharmacies, and nursing homes."

For More Information

Additional product details are available at www.skainfo.com, or contact Mike Green at 800-752-5478.

About SK&A Information Services Inc.

For over 20 years, SK&A Information Services has been the industry's leading quality healthcare information services provider. The firm researches, formats and maintains contact and profiling information for over 2 million healthcare providers, including 600,000 physicians. Their information supports client initiatives for: physician directories, continued medical education (CME), pharmaceuticals, managed healthcare, medical devices, publishing and more.

SK&A Information Services Inc. has headquarters at 2601 Main St., 6th Floor, Irvine, CA 92614, www.skainfo.com.

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