

## Customer Physician Office Profiling Survey

**Major Pharmaceutical Firm**

June 22, 2006

**Project Objectives**

A major pharmaceutical company was preparing to launch a new product for treating a specific addiction. Being familiar with SK&A's data standards and acquisition capabilities, they asked us to validate information from a collection of 950 sites they had accumulated. They needed to verify the providers were still at that location and determine if these sites offered programs for the specific addiction their drug was designed to relieve. The data was to include names and occupations of those administering such programs. They also asked SK&A to identify 1,000 of its office-based physician sites with specialties, likely to have similar cessation programs.

**Summary of Results**

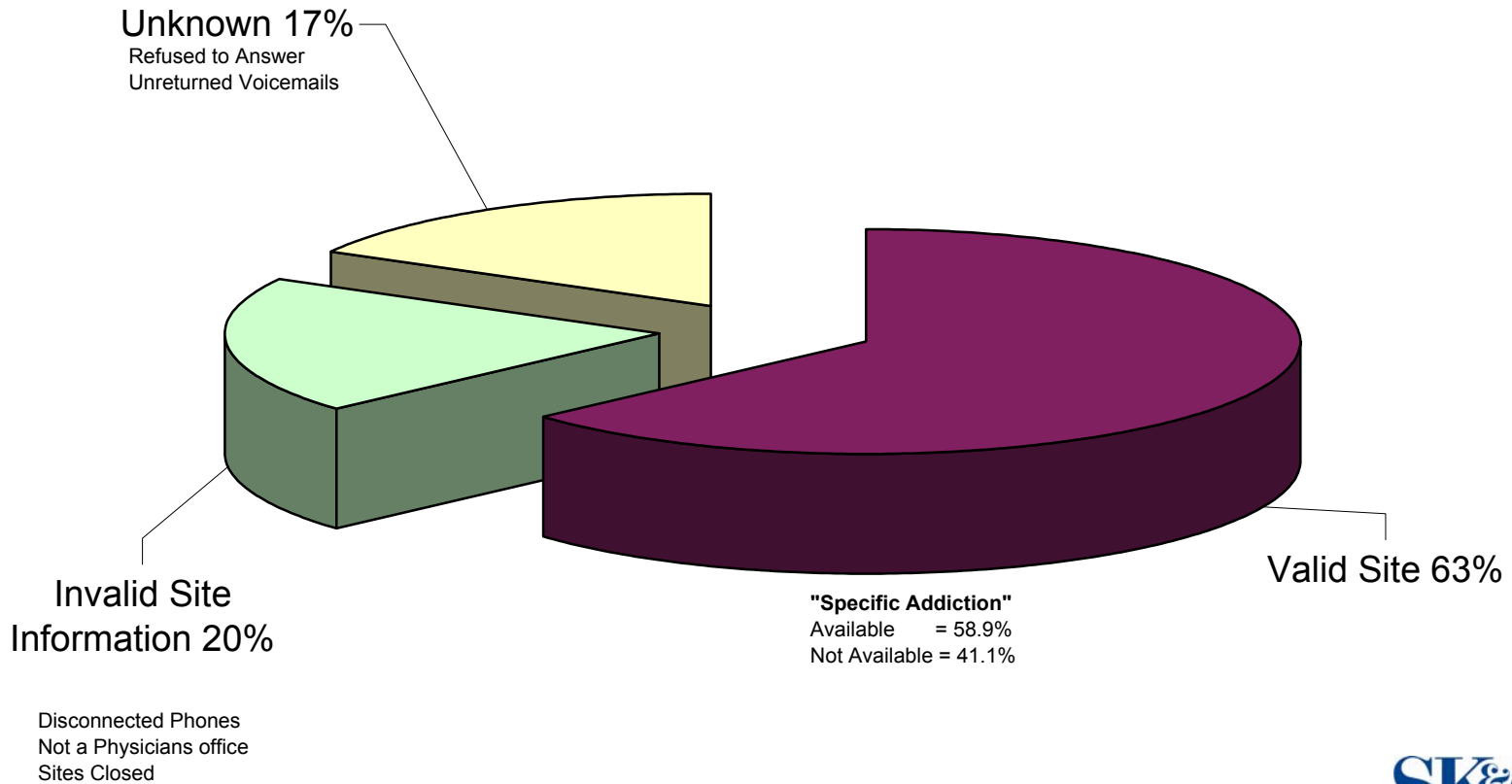
SK&A surveyed 950 sites provided by a Major Pharmaceutical Firm that were believed to treat a specific addiction. In some cases, we identified invalid sites where there was a disconnected number or the site was closed. For the remaining sites that were valid, we determined which sites treated the addiction important to our client and which did not. Charts A through D pertain to surveys we conducted from the data provided by our client. All of the validated data was sent to the client.

As part of the research, SK&A also surveyed 1,000 of its own sites to determine which physicians treated this addiction. Charts E through I pertain to surveys we conducted from SK&A's data.

Chart	Chart Pertains to	Description
A	Client Supplied Data	Overview of the calls made. 63% were valid Sites. 37% were invalid or would not answer the survey. 59% of the valid sites had programs treating this addiction.
B	Client Supplied Data	Titles of those that treated patients for this addiction. The majority were either administrators or social workers. Only 7% were physicians
C	Client Supplied Data	Specialty breakdown of the physicians treating for this addiction
D	Client Supplied Data	The percentage of sites treating these types of patients by each state is available as well as a distribution of the calls made by state.
E	SK&A Data	Illustrates the likelihood a practice treating this addiction by the type of practice specialty
F	SK&A Data	Illustrates the likelihood a physician treating this addiction based on the specialty of that physician
G	SK&A Data	Illustrates the likelihood practices treat this addiction based on the average patient volume for that practice.
H	SK&A Data	Illustrates the likelihood practice treats this addiction based on the number of physicians at that location.
I	SK&A Data	The percentage of sites treating this addiction by each state is available as well as a distribution of the calls made by state.

We are happy to provide any additional reports required by Client. If there are any questions, please call or email SK&A Information Services, Inc. at **800.752.5478, ext. 247**.

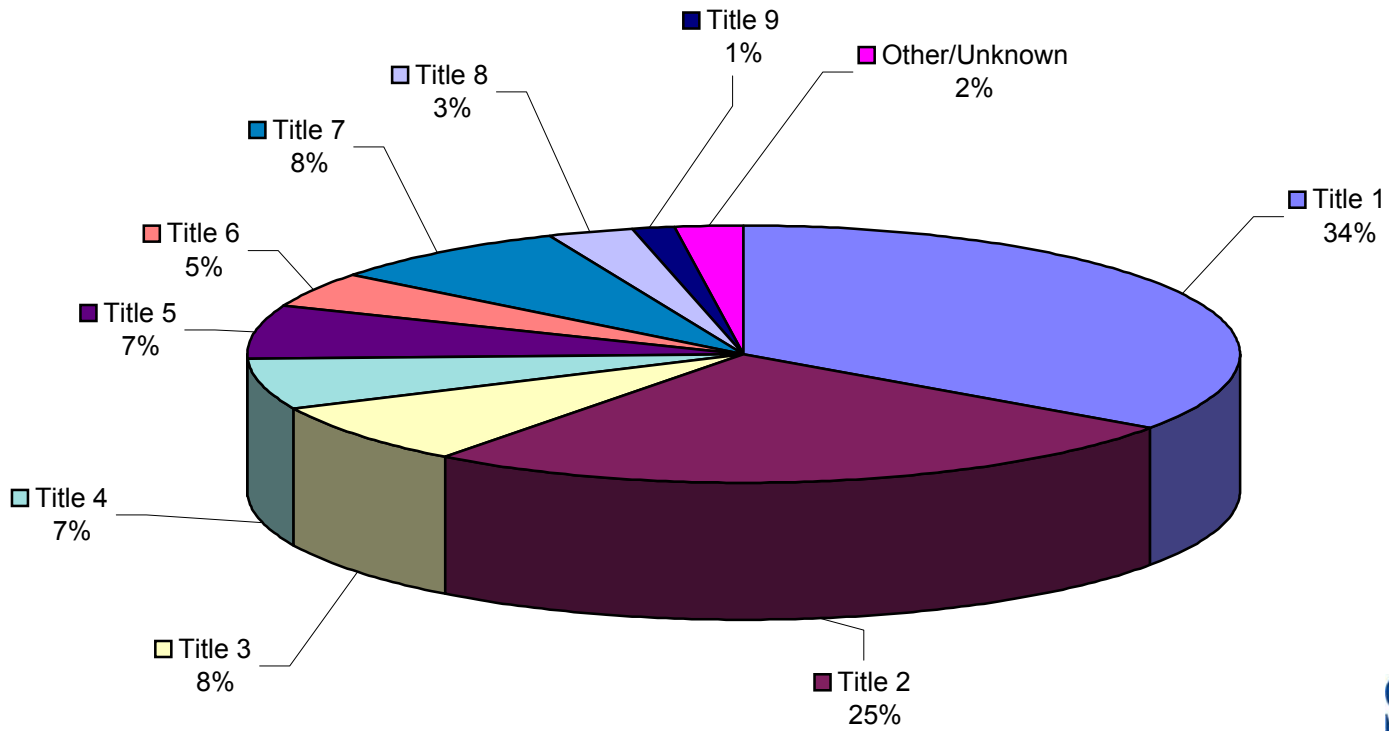
## Chart A - Final Results of SK&A Surveys\*



\*Statistics Based on File Provided to SK&A by a Major Pharmaceutical Company



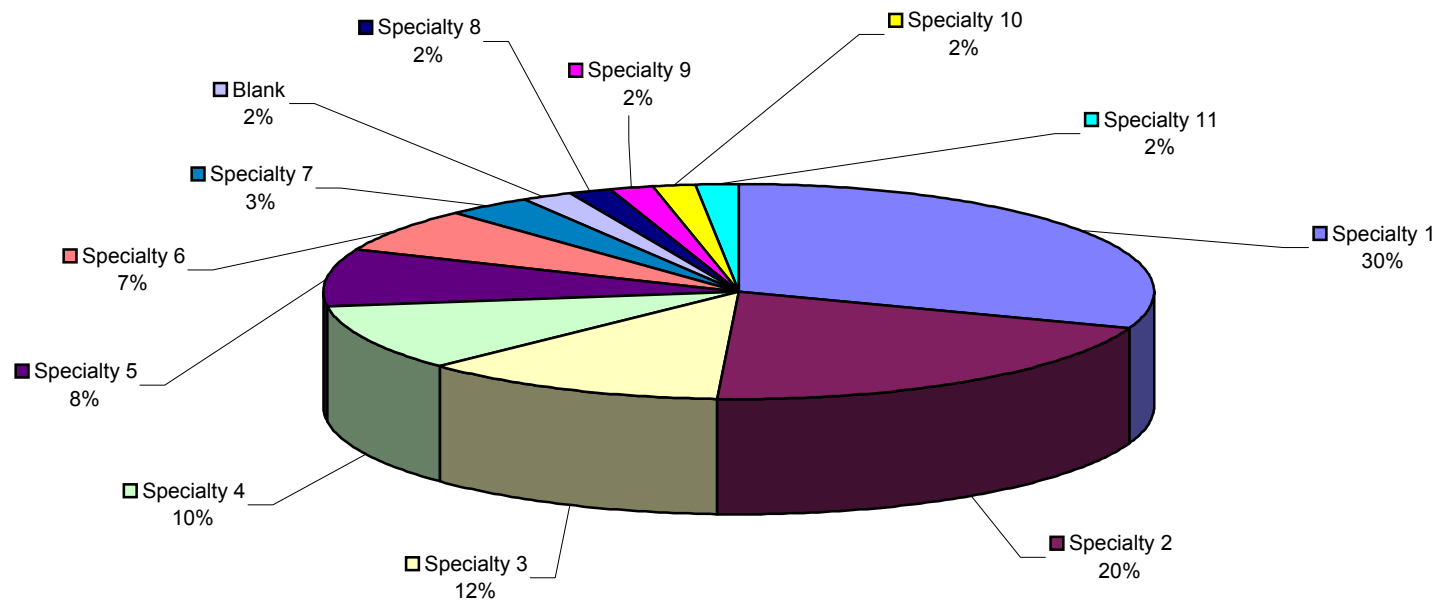
### Chart B - Title Breakdown of Providers Who Treated "Specific Addiction" Patients\*



\*Statistics Based on File Provided to SK&A by a Major Pharmaceutical Company



## Chart C - Specialty of Physicians That Treated "Specific Addiction" Patients\*

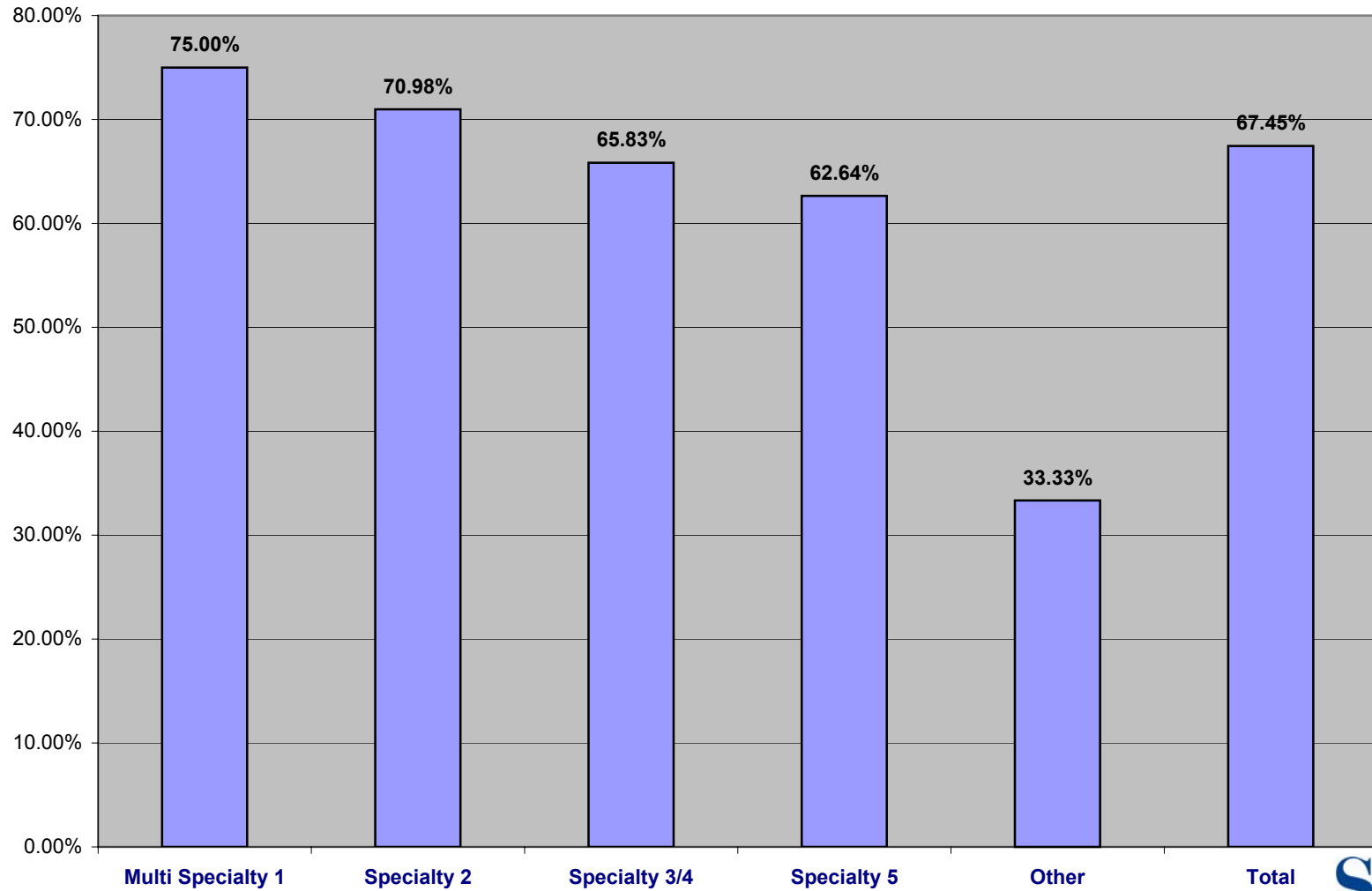


\*Statistics Based on File Provided to SK&A by a Major Pharmaceutical Company

**Chart D - State Distribution of Providers Called for "Specific Addiction" Survey  
Statistics Based on File Provided to SKA by a Major Pharmaceutical Company**

STATE	Providers Treating "Specific Addictions"	Providers that did not treat "Specific Addictions" patients	Total Providers Surveyed	% Treating "Specific Addictions" Patients	% of All Providers Surveyed
AK	0	1	1	0.00%	0.1%
AL	11	23	34	32.35%	3.6%
AR	5	19	24	20.83%	2.5%
AZ	2	20	22	9.09%	2.3%
CA	25	59	84	29.76%	8.9%
CO	7	11	18	38.89%	1.9%
CT	3	3	6	50.00%	0.6%
DC	2	1	3	66.67%	0.3%
DE	2	1	3	66.67%	0.3%
FL	4	9	13	30.77%	1.4%
GA	1	5	6	16.67%	0.6%
HI	3	3	6	50.00%	0.6%
IA	13	24	37	35.14%	3.9%
ID	5	4	9	55.56%	0.9%
IL	9	21	30	30.00%	3.2%
IN	13	12	25	52.00%	2.6%
KS	1	6	7	14.29%	0.7%
KY	2	9	11	18.18%	1.2%
LA	2	1	3	66.67%	0.3%
MA	14	55	69	20.29%	7.3%
MD	4	3	7	57.14%	0.7%
ME	5	1	6	83.33%	0.6%
MI	4	16	20	20.00%	2.1%
MN	24	33	57	42.11%	6.0%
MO	5	9	14	35.71%	1.5%
MS	0	0	0	0.00%	0.0%
MT	3	3	6	50.00%	0.6%
NC	4	4	8	50.00%	0.8%
ND	13	11	24	54.17%	2.5%
NE	0	1	1	0.00%	0.1%
NH	2	2	4	50.00%	0.4%
NJ	14	12	26	53.85%	2.7%
NM	1	2	3	33.33%	0.3%
NV	1	5	6	16.67%	0.6%
NY	65	56	121	53.72%	12.8%
OH	5	16	21	23.81%	2.2%
OK	2	4	6	33.33%	0.6%
OR	8	16	24	33.33%	2.5%
PA	8	12	20	40.00%	2.1%
PR	0	1	1	0.00%	0.1%
RI	1	3	4	25.00%	0.4%
SC	2	4	6	33.33%	0.6%
SD	0	1	1	0.00%	0.1%
TN	4	15	19	21.05%	2.0%
TX	12	30	42	28.57%	4.4%
UT	4	9	13	30.77%	1.4%
VA	6	12	18	33.33%	1.9%
VT	14	2	16	87.50%	1.7%
WA	4	7	11	36.36%	1.2%
WI	4	9	13	30.77%	1.4%
WV	2	2	4	50.00%	0.4%
WY	8	7	15	53.33%	1.6%
	<b>353</b>	<b>595</b>	<b>948</b>	<b>37.24%</b>	<b>100.0%</b>

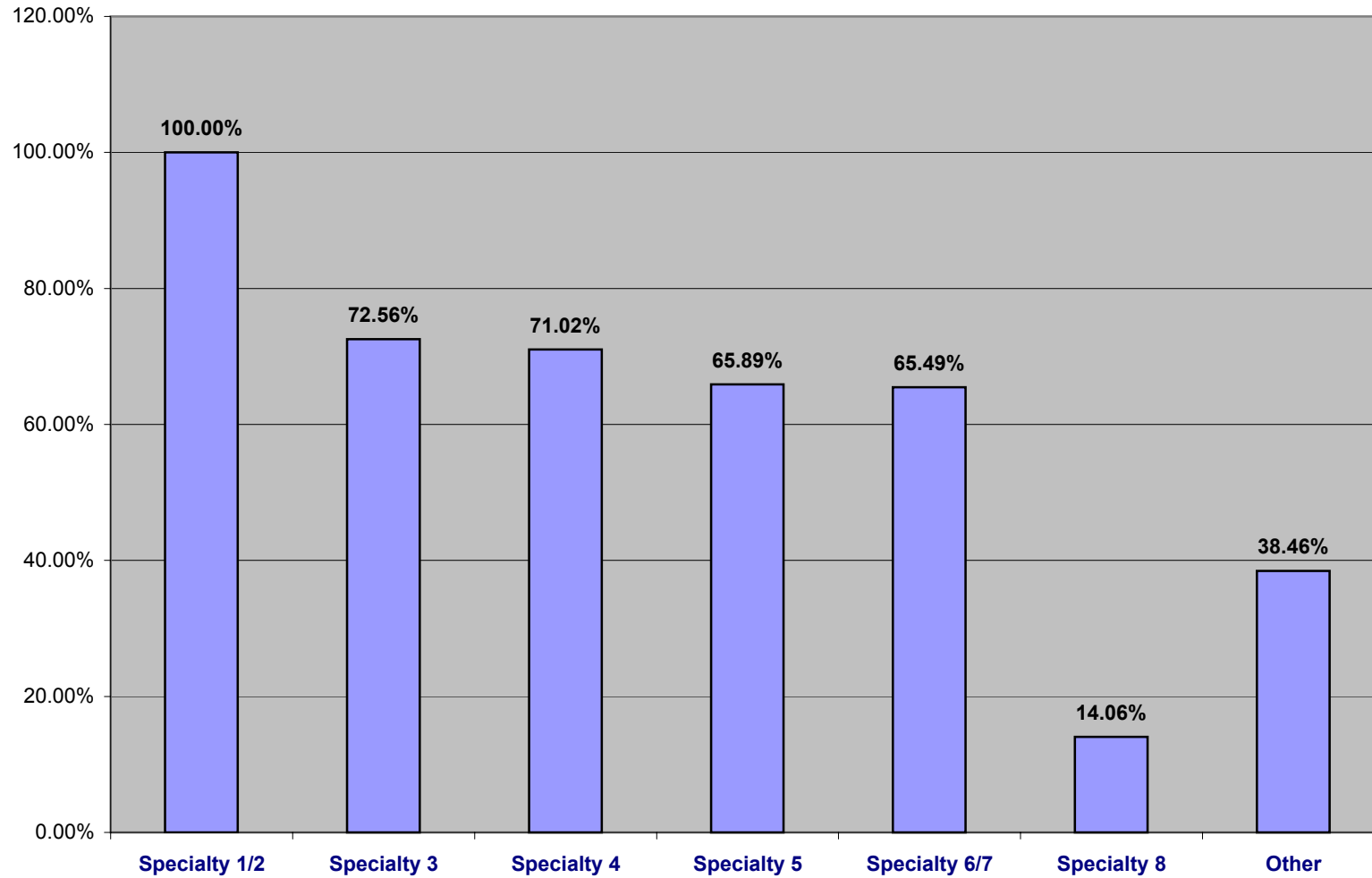
**Chart E - % of Practices That Treat "Specific Addiction" Patients By Physician Practice Specialty\***



\*Based on Surveys Conducted from SK&A Data

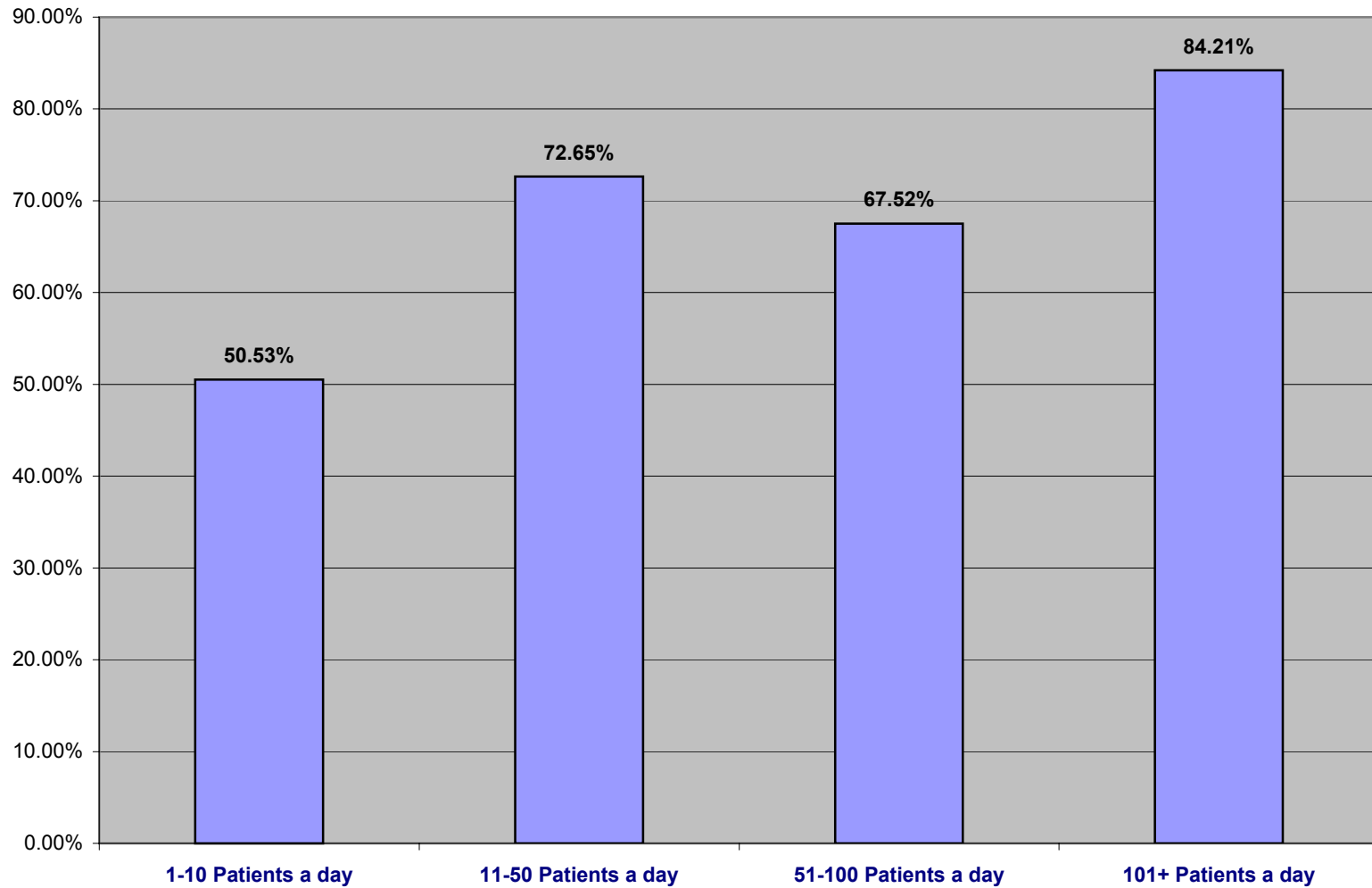


**Chart F - % of Physicians That Treated "Specific Addiction" Patients by Physician Specialty\***



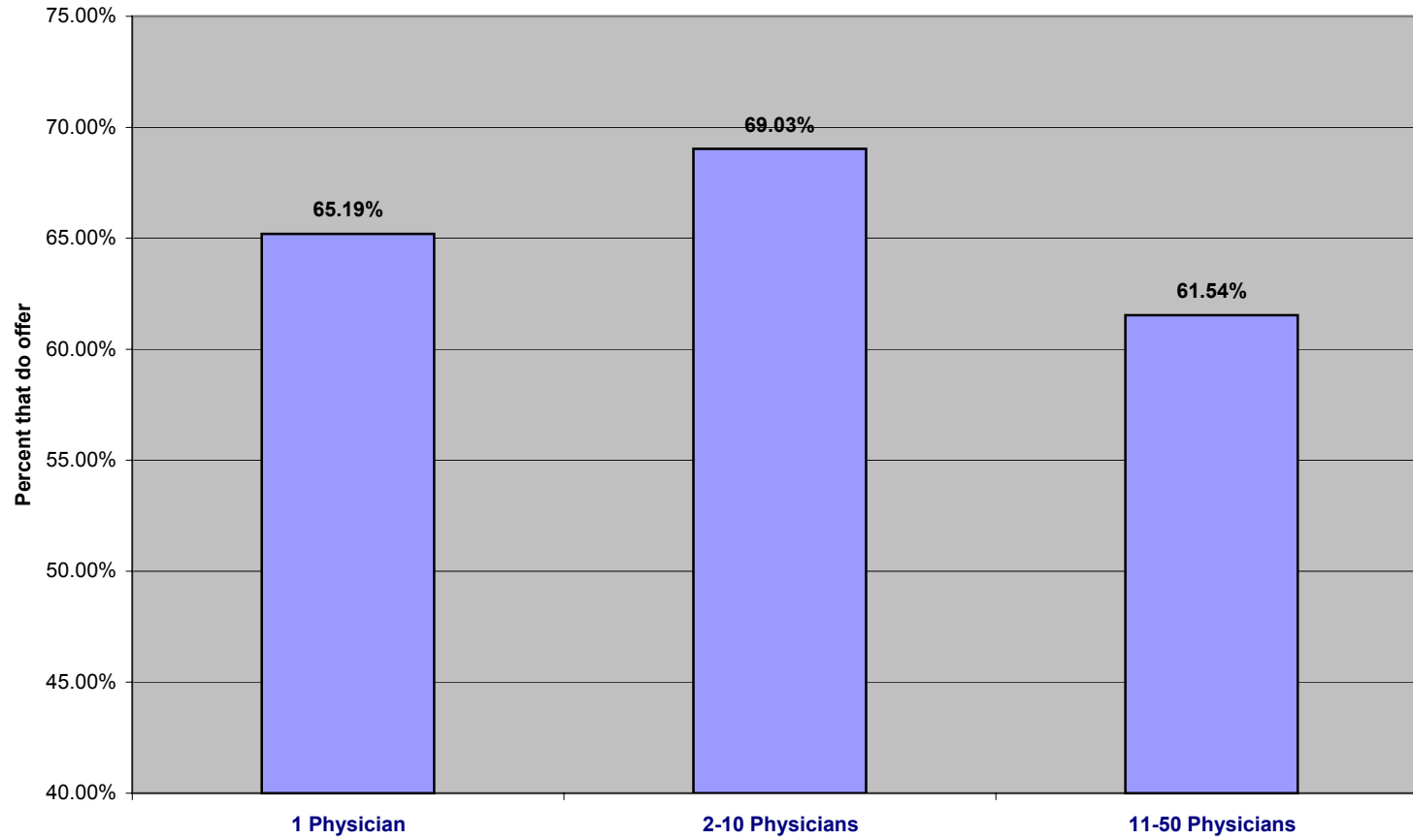
\*Based on Surveys Conducted from SK&A Data

**Chart G - % of Practices Treating "Specific Addiction" Patients By Daily Patient Volume\***



\*Based on Surveys Conducted from SK&A Data

**Chart H - Percentage of Sites That Treat "Specific Addiction" Patients by Number of Doctors at that site\***



\*Based on Surveys Conducted from SK&A Data

Chart I - Likelihood to offer "Specific Addiction" Treatment Based on State



STATE	Practices that Treated "Specific Addiction" Patients	Practices that Did Not Treat "Specific Addiction" Patients	% That Treated "Specific Addiction" Patients	% of Total Practices Surveyed
AK	2	0	100.00%	0%
AR	2	0	100.00%	0%
DC	1	0	100.00%	0%
ID	1	0	100.00%	0%
ME	5	0	100.00%	1%
MT	1	0	100.00%	0%
NE	1	0	100.00%	0%
OR	2	0	100.00%	0%
VT	4	0	100.00%	0%
WI	1	0	100.00%	0%
AL	7	1	87.50%	1%
MO	7	1	87.50%	1%
KY	11	2	84.62%	1%
MS	10	2	83.33%	1%
OK	5	1	83.33%	1%
AZ	4	1	80.00%	1%
MN	4	1	80.00%	1%
PA	73	20	78.49%	10%
IN	21	6	77.78%	3%
KS	10	3	76.92%	1%
IL	6	2	75.00%	1%
UT	3	1	75.00%	0%
NJ	32	11	74.42%	5%
VA	11	4	73.33%	2%
NY	86	37	69.92%	13%
OH	37	16	69.81%	6%
TX	18	8	69.23%	3%
MA	20	9	68.97%	3%
MI	34	16	68.00%	5%
CO	2	1	66.67%	0%
IA	4	2	66.67%	1%
NC	10	5	66.67%	2%
LA	25	13	65.79%	4%
MD	20	11	64.52%	3%
WA	6	4	60.00%	1%
GA	17	12	58.62%	3%
CT	7	5	58.33%	1%
CA	32	24	57.14%	6%
TN	8	7	53.33%	2%
SC	9	8	52.94%	2%
FL	59	53	52.68%	12%
HI	2	2	50.00%	0%
ND	1	1	50.00%	0%
NH	3	3	50.00%	1%
RI	9	9	50.00%	2%
WV	1	1	50.00%	0%
NM	0	2	0.00%	0%
NV	0	1	0.00%	0%
<b>Total</b>	630	306	<b>67.31%</b>	100%