



SK&A Information Services Announces **PRESCRIBERPLUS**

PrescriberPlus, a new product from SK&A Information Services, is designed to help healthcare sales and marketing executives identify and target physicians and other prescribers based on their prescribing habits.

SK&A is able to link prescription-based decile data to physicians, nurse practitioners, physician assistants, and dentists. It maintains a database of practicing healthcare professionals at their business location and telephone verifies records in the database every six months to guarantee its accuracy.

In addition to office address, PrescriberPlus data includes the name and title of the prescriber and the medical practice name. Phone and fax numbers are available. Prescribers can be selected by their specialty or their location.

A feature of PrescriberPlus is the ability to identify the medical groups, group practices, health systems, and hospitals with which prescribers are affiliated, bringing all the decision-makers into clear view.

Prescribers of a drug or class of drug are ranked in order of the volume of prescriptions written and then divided into deciles. Prescribers may be selected from the SK&A database by their decile rank for a specific drug brand, class of drugs, or by the total volume of prescriptions written.

Updated quarterly, the database includes 525 therapeutic classes and more than 37,700 individual brands.

**Pharmaceutical,
medical supply, and
other companies
require prescriber-level
intelligence to better
target sales and
marketing efforts.**