



## SK&A offers deeper database intelligence on physicians

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Irvine, Calif.—SK&A, a provider of information solutions and research to the health care industry, as well as database marketing services to companies selling to this industry, has added new targeting variables to its Office-Based Physicians database.

SK&A said the enhancements would provide more sophisticated analysis and targeting of physicians for sales and marketing campaigns.

Newly added to the SK&A database is information on primary and secondary languages supported by each office, office hours, number of exam rooms, Medicare and Medicaid information, whether the offices are accepting new patients, billing address verification, and information about Electronic Medical Records systems.

SK&A researches and maintains information on more than 638,340 U.S. physicians in 226,756 medical practices. Its Office-Based Physicians database is telephone-verified every six months and is audited annually by BPA Worldwide, according to the company.

—Christopher Hosford

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