



NEWS RELEASE

SK&A Research Center Solves the Toughest Customer Identification and Resolution Problems

DMR Source Verified cleans and enhances sales and marketing databases for pharmaceutical, medical device, insurance and other industries

IRVINE, CA — October 7, 2008 — SK&A today announced the availability of DMR Source Verified, a data matching, appending and resolution service designed for the healthcare industry. DMR Source Verified is a unique service that uses sophisticated match identification technology and research-based manual resolution to clean and enhance contact databases of physicians and other healthcare practitioners.

[Yes, I need my database optimized. Please provide a price quote](#)

Because up to 18 percent of physicians move, retire, pass away or make other professional changes each year, the need to clean and augment data is critical to help ensure sales and marketing success. In addition to electronically matching, verifying and correcting contact and site records, DMR Source Verified is the only service incorporating unique manual resolution services via SK&A's Research Center.

SK&A research associates manually resolve unmatched records through a variety of methods including directly calling the source, using directory assistance, multi-source queries and internet searches until every record is ultimately resolved. SK&A's Research Center, which makes an average of 6,000 telephone calls per business day to U.S. healthcare sites and facilities, uniquely distinguishes DMR Source Verified as the only service available incorporating call center capabilities to resolve the most difficult customer resolution challenges.

SK&A uses as its foundation for resolving customer files its master databases of Office-Based Physicians, Hospitals, Pharmacies, Nursing Homes, Home Healthcare and others. With more than 2 million contact records, SK&A databases are telephone-verified twice per year and are widely regarded as the industry's most accurate and complete sources of physicians, mid-level practitioners, site managers and office personnel.

"The benefit of exceptional foundation databases combined with research-based resolution services via our Research Center enables SK&A to deliver the best overall healthcare data identification, cleanse and append results," said Dave Escalante, President and CEO of SK&A.

DMR Source Verified features include:

- Matching against SK&A's phone-verified master files
- Verifying deceased, moved or retired physicians
- Appending missing data such as phone, fax, license numbers and more
- Appending additional doctors within the same practice, health system or group
- Identifying and removing duplicate records
- Reconciling troublesome records with phone contact and Internet research

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About SK&A Information Services, Inc.

SK&A is a leading provider of healthcare information solutions and databases. SK&A researches and maintains contact and profiling information for over 2 million healthcare practitioners, including 830,000 prescribers. SK&A's customers include many of America's most recognized healthcare and pharmaceutical institutions. Please visit www.skainfo.com for more information or www.skalivecounts.com for counts and ordering.

SK&A Information Services, Inc. *Since 1982*

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