

SK&A Announces Daily Updates of Physician Database

IRVINE, Calif. — March 12, 2009 — SK&A, a leading provider of healthcare information solutions and research, has enhanced its operation to deliver the freshest, most accurate data about U.S. practicing physicians. Now, new or updated physician and physician office information derived from the SK&A Research Center to its industry-leading Office-Based Physicians (OBP) Database will be available to customers daily.

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The new Daily Update Process enables SK&A to offer enhanced versions of its multi-channel marketing solutions to office-based physicians including direct mail, fax broadcast, email deployment, and telemarketing. In addition, SK&A's online count and ordering system, *Live Counts*, will be powered by new daily updated data. The daily update capability lays the foundation for SK&A to launch near real-time marketing services and insights unique to the healthcare industry.

"Our customers asked for near real-time response to support their marketing and sales programs," said Dave Escalante, President and CEO of SK&A, "and SK&A has delivered a customer-first, high quality data service unmatched in the healthcare industry."

Quality Assurance Process

Unlike other companies who build their databases through matching and appending records without verification, SK&A telephone-verifies every record in its OBP Database every six months to ensure the highest level of accuracy. This process takes place at SK&A's Research Center in Irvine, California, where Research Associates complete more than 6,000 telephone interviews and surveys each business day with physician offices, hospitals, pharmacies and other healthcare sites. As data records are added and corrected, the new information is reviewed for quality assurance and then made available to customers the next business day.

SK&A verifies physicians, doctors of osteopathy, nurse practitioners, physician assistants, nurses, office managers and other personnel within independent and group practices. Among the many selects validated are contact name, titles, specialty, practice name, business address, mailing address, phone and fax, practice size, patient volume, affiliations and ownership, and other key demographic and marketing variables.

With 641,000 physicians in 226,000 medical sites, SK&A's OBP is the largest database of prescribing physicians at their office locations. The database also contains nurse practitioners, physician assistants, office managers, administrators and others for more than 1.1 million total contacts.

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