

## SK&A Announces 13<sup>th</sup> Consecutive Database Audit

### *Office-Based Physician, Pharmacy and Hospital Databases Pass BPA Worldwide Test*

**IRVINE, Calif. — May 12, 2009** — SK&A Information Services, Inc., a leading provider of healthcare information solutions and research, today released the results of its 2009 audit by BPA Worldwide. The audit includes analyses of SK&A's principle databases: Office-Based Physician, Pharmacy and Hospital. This is the 13th consecutive year BPA Worldwide has evaluated SK&A's databases for quality and accuracy.

BPA confirmed in its report that SK&A's 1.5 million-plus records in its primary databases have correct contact names, job titles, mailing addresses, phone numbers and other information.

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The Office-Based Physician Database was confirmed by BPA to have 1,112,311 records of physicians, mid-level practitioners, nurses, business managers and other key decision makers. These contacts can be targeted by a variety of selects, such as specialty, geography, patient volume, prescribing volume, office software usage and more.

The Pharmacy Database was verified to have 166,712 retail chain, independent and institutional pharmacy sites. Selects for this database include prescription volume, number of stores in chain, and site type.

The Hospital Database, with 225,983 contacts of hospital decision makers, was also validated by BPA. This list of contacts can be targeted by hospital type, number of beds and ownership or affiliation.

SK&A's Healthcare Database products support multi-channel marketing for continuing medical education, recruiting, direct marketing, pharmaceuticals, medical devices, managed healthcare, advertising, market research, insurance, online directories and publishing. SK&A's main databases are updated every six months by its team of 60 Research Associates at SK&A's headquarters in Irvine, Calif. They make over 6,000 calls to sites daily, gathering and verifying contacts, site information and unique marketing insights highly valued by clients.

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