



NEWS RELEASE

SK&A Offers Deeper Database Intelligence on Physicians

New selects include office hours, languages supported, number of exam rooms and acceptance of new patients

IRVINE, CA - December 17, 2008 - SK&A, a leading provider of healthcare information solutions and research, today announced it has added new targeting variables to its market leading Office-Based Physicians database. As part of its standard telephone verification and survey process, SK&A Research Associates are asking medical offices about the primary and secondary languages their office supports, site office hours, the number of exam rooms, whether or not the office accepts Medicare and Medicaid, whether or not the office is accepting new patients, whether or not the office is using an Electronic Medical Records (EMR) system, and office billing address verification.

[Learn more about Physicians database](#)

"The insights gained from the response to these new survey questions will enable more sophisticated analysis and targeting of every physician and physician office in the U.S.," said Dave Escalante, President and CEO of SK&A. "The new intelligence will enable improved targeting, segmentation and profiling for more successful sales and marketing campaigns."

SK&A researches and maintains information on more than 638,340 U.S. physicians in 226,756 medical practices. Like all of SK&A's healthcare information products, the Office-Based Physicians database is telephone-verified every six months to ensure the highest level of accuracy. Other companies build their databases through matching and appending of records without telephone verification. The SK&A database of physicians is independently audited annually by BPA Worldwide, ensuring SK&A customers receive the highest quality, most accurate healthcare data available.

The new information strengthens SK&A's already robust, industry-leading database of physicians, prescribers, healthcare professionals and affiliated healthcare organizations like group practices, hospitals, and health systems. The selections available from the database now include:

Physician data: name, title, specialty, gender, NPI number, DEA number, UPIN number, State License Number, prescribing volume (PrescriberPlus™), participation in clinical trials, availability to see sales reps (Physician Access), ok to fax, hospital affiliation, group practice affiliation, email address, medical school and graduation date, and doctor of osteopathy designation.

Practice data: practice name, practice type, mailing address, billing address, phone, fax, website, daily patient volume, number of physicians in the practice, health insurance acceptance, languages supported, acceptance of new patients, number of exam rooms, office hours, ownership, group affiliation, and surgery center designation.

[Learn more about Physicians database](#)

About SK&A Information Services, Inc.

Now in its 26th year, 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 800,000 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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