



SK&A Completes Nationwide Physician Access Study

Key Physician Access variables are assigned by SK&A to U.S. office-based physicians

IRVINE, CA -- August 12, 2008 - Completing its groundbreaking U.S. Physician Access study announced in January, SK&A Information Services, Inc., a leading provider of healthcare information, research and insights, has found a quarter of all office-based physicians require pharmaceutical or medical device sales representatives to make an appointment in order to see a physician to deliver sales and marketing promotion and other healthcare related services. The study also reveals the larger the size of the practice, the more likely an appointment is required. These findings are based on a comprehensive telephone survey of 230,000 medical practices representing 640,000 doctors. [Download the full report here](#)

Most notably, the survey found physician access and appointment policies are largely influenced by the ownership, size and location of the physician's practice. Physicians working in group practices that are owned by health systems or hospitals are less likely to see sales reps and more likely to require appointments than those who are working in independently owned practices. Physicians working in offices with 10 or more practicing physicians are more likely to restrict access than physicians working in smaller office sizes of 1 to 2 doctors. Also, access to physicians varies by region, with physicians practicing in the Southern U.S. being the most accessible and the Western U.S. being the least.

"Unlike prior research efforts that focused on a small sample of physicians or were compiled using massive amounts of historical data and fancy algorithms, SK&A called every doctor's office in the U.S. and directly surveyed the source about their policies and preferred visitation standards for sales reps," said Dave Escalante, President and COO of SK&A. "SK&A's Physician Access study provides critical insight, at macro and micro levels, at a time when pharmaceutical, biotechnology and medical device companies are rapidly evolving their sales and marketing strategies to physicians."

Among the many insights from the six-month long study performed by SK&A Research Associates:

- 17% of physicians refuse to see sales reps at any time. Specialty physicians such as pathologists are much more likely to restrict access than general practitioners.
- 4% of physicians will visit with reps only on specific days of the week and 3% have restricted their access to specific times of the day.
- On the positive side, 76 % of physicians surveyed will take visits from reps at any time of day or any day of the week.
- 14% of group practices have a general policy to restrict access to physicians at all their office locations.
- 20% of physicians restrict access at all their office locations.
- The survey found major Metropolitan Statistical Areas (MSAs) may not follow the regional trend. In the San Francisco MSA, for example, physician access is over 27% more restrictive than the regional average.
- When a medical practice is owned by a hospital, you can expect more red tape trying to reach physicians. The survey found 30% of practices owned by hospitals have “no see” policies and 40% require an appointment.
- Medical practices owned by health systems are slightly more restrictive. The survey found 31% of these practices have “no see” policies and 40% require appointments.
- Finally, the busier the practice, the harder it will be to see a physician. Physicians in busier practices, as measured by daily patient volume, are less accessible than those in smaller practices.

SK&A’s physician access metrics will be updated and released every six months. The data is available for sale to assist healthcare marketers in appointment setting and connecting face-to-face with physicians. Custom reports based on geography, specialty, practice ownership or sizes are also available, upon request.

[Download the full report here](#)

About the SK&A Research Center

Based in Irvine, CA, SK&A’s Research Center is responsible for the acquisition, compilation, verification and maintenance of over 2 million healthcare contact records. SK&A’s team of 50 experienced Research Associates complete more than 600,000 interviews per year verifying names, specialties, titles, phone and fax numbers, patient volume, and physician affiliation with medical groups, health systems, and hospitals. The associates also perform custom research projects for pharmaceutical companies and other clients.

About SK&A Information Services, Inc.

Celebrating its 26th anniversary, SK&A is a leading provider of healthcare information solutions and research. SK&A researches, formats and maintains contact and profiling information for over 2 million healthcare providers, including 830,000 prescribers. Visit us at www.skainfo.com or www.skalivecounts.com or call **800-752-5478**.

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