



SK&A Announces Study of Physician-Office Credit Card Acceptance Patterns

Results of new survey provides window to patient financing opportunities

IRVINE, CA — May 22, 2008 — In an age where the credit card has become a ubiquitous form of payment, SK&A Information Services, Inc. has found that more than 28 percent of physician offices do not accept plastic as an option for patient remuneration.

SK&A, a leading provider of healthcare information and research, recently profiled 200,000 physician offices and medical groups representing 500,000 physicians to determine which accept credit cards and which brand(s) of cards they accept. These results are now available in the Physician Office Credit Card Acceptance study just released. This information allows financial and merchant service firms to target physicians whose patients need payment options, and to acquire new credit card users.

“Through our relationships with physician offices, we have collected data on which medical practices and providers represent new business opportunities for patient and office financing,” said Dave Escalante, SK&A President and Chief Operating Officer.

With the Physician Office Credit Card Acceptance findings, SK&A now knows which offices accept Visa and MasterCard, American Express and Discover cards, and also the 28.3 percent of physician offices that do not take credit cards. “This entire segment represents a unique marketing opportunity for banks, lenders and financial service companies who offer new and varied types of patient and office financing solutions. With SK&A data they can now offer financial services to each practice,” said Escalante.

For precision targeting, the credit card acceptance data is available based on variables such as the physician’s practice specialty, site specialty, practice size, type of ownership, patient volume and geography. Custom selections of the data will also be available, on request. SK&A’s study was completed in the first quarter of 2008.

Editor’s Note: For a copy of the study, contact Jack Schember, SK&A Director of Marketing, at 800-752-5478 x 1259.