

Essential healthcare commercial intelligence for medical supply companies

→ Grow your business with the metrics that matter

Whether you're searching for qualified leads or optimizing your forecasting strategy, Definitive Healthcare has got you covered. Access insightful market analytics and detailed facility and executive profile information all on one robust platform. Give yourself the right tools to plan sales territories, prioritize high-value accounts and close more deals with healthcare commercial intelligence that guides your approach through each prospect and customer interaction.

→ Navigate market complexity with ease

- 1. Target key decision makers:** Prioritize contacts with purchasing power using up-to-date info on title, department, position, phone, email and social profiles.
- 2. Identify quality measures you impact:** Analyze readmission rates, HACs, HAIs and HCAHPS.
- 3. Size the opportunity:** Dig into facilities and see medical and supply budgets, bed counts, operating rooms and more.

FOCUS ON SELLING—NOT SEARCHING



Assess your market

Determine your total addressable market and define sales territories to optimize your marketing and sales initiatives.



Understand purchasing behaviors

Explore comprehensive profiles on facilities, IDNs and GPOs and map out affiliations, partnerships and more.



Monitor industry trends

Make more strategic decisions with constantly updated information on RFPS and M&As, executives on the move and funding/financial announcements.

Sharpen your strategy with healthcare commercial intelligence

FIND EXECUTIVE CONTACTS AND DECISION MAKERS

Use the Definitive Healthcare platform to target the people with purchase authority from every corner of your market or zero in on a specific account. Regularly updated phone numbers, emails and LinkedIn profiles make it easier than ever to find the right buyers.

Executive Search

Facility
Geography Filter by my watchlist/territory [Define my territory >](#)

Executive

Executive name Enter executive name Executive ID Enter executive ID

Functional group Select a functional group Standardized title Select a standardized title

Title Enter a title Position level Select a position level

Executive email Enter executive email Executive added within (date range)

ACCESS MEDICARE QUALITY METRICS

Close more sales with quality data like HACs, HAIs, readmissions, complications and more. Find the providers struggling in the metrics you impact and show how your product improves their bottom line.

Quality Metrics Search [How to use Quality Metrics](#) [Clear This Tab](#) [Clear All Filters](#) [Search](#)

General Filters CMS Program Scores Readmission Rates HCAHPS Complication & Mortality Infection Measures Process of Care

Outpatient Imaging Efficiency Pay't & Volume

Filter by My Watch List / My Territory [Define My Territory](#)

Hospital Name

Definitive ID Medicare Provider Number

Hospital Type Childrens Hospital Critical Access Hospital Department of Defense Hospital

Number of Staffed Beds Less than 25 25-49

Ownership Governmental - City Governmental - City-County Governmental - County

Integrated Delivery Network Part of Hospital Network Yes No Part of ACO Yes No

Region West Midwest Southwest State AK AL AR

EXPLORE CLINICAL AND FINANCIAL INSIGHTS

Focus on the accounts most likely to buy your product. Use patient demographics, diagnoses and procedures, facility size and purchasing budget data to gauge opportunities and customize messaging.

Hospital Search [Clear This Tab](#) [Clear All Filters](#) [Search](#)

General Filters Affiliations Accreditations/Facilities Financial Metrics Clinical Metrics CMS Programs Technologies Open Payments

Fiscal Year End Date January February

Payer Mix: Medicare Medicaid Payer Mix: Private/Self/Other

Revenues: Net Patient Revenues Net Patient Revenues 3-Year Growth Rate Total Patient Revenue

Inpatient Revenue Outpatient Revenue Patient Discount Pct

Revenues (NPR + OI) Medicare Inpatient Revenues Medicare Outpatient Revenues



Visit us at [Definitivehc.com](https://definitivehc.com) to learn more.