

Essential Data on our

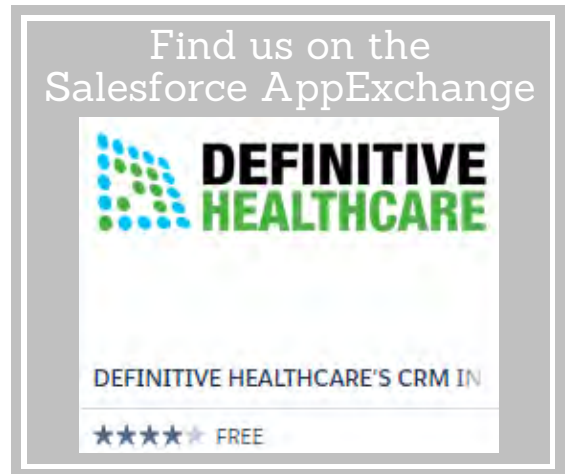
# Salesforce Application

## About Our Salesforce CRM Integration

Use Definitive Healthcare's Salesforce app to seamlessly integrate our data into your Salesforce CRM. With a single click, you can access the most essential, up-to-date intelligence on hospitals and other healthcare providers that Definitive Healthcare has to offer, bringing instant value to your sales and marketing efforts.

## Installing Our App

- Install for free on the Salesforce AppExchange
- Access our top-tier customer support to ensure installation is quick and easy
- Set up in under 30 minutes



## Account-Level Fields

- Import account-level data from our databases, including Hospitals & IDNs, Surgery Centers, Clinics, and more
- Access 45 pre-filled fields, covering topline account metrics, available immediately upon download
- Customize your experience with nearly 200 additional fields, including affiliations, financials, quality performance, and technology implementations

## Contacts

- Upload executive contacts from our platform into account records through mass uploads or filter by key roles and market criteria
- Import executive leads based on market criteria
- Update contacts with key changes weekly or monthly

## Data Synchronization

- Account-level fields, leads, and contacts can be refreshed on your schedule: weekly, monthly, or as needed
- Effective integration capabilities make it easy to tap into the intelligence tracked on providers across the healthcare continuum

## Facility Overview

- Access basic facility and network information such as:
  - Financial data
  - Clinical metrics
  - Quality measures
  - Affiliations with HCPs, IDNs, and other facilities
  - Payor mix

Type	Phone	Website	Account Site	Industry
Account: Wellforce				
Website: www.wellforce.org/   User: Katie Brooks				
Related   <b>Details</b>   News				
▼ Definitive Healthcare				
Definitive ID	780,812		DHC Financial Data Date	
DHC Hospital Name	Wellforce		DHC Net Patient Revenue	\$1,358,039,797
DHC Firm Type	Health System		DHC Net Medicare Revenue	\$343,669,739
DHC Network ID	780,812		DHC Operating Income (\$123,759,288)	
DHC Network Name	Wellforce		DHC Payor Mix % Medicaid	21.5%
DHC Parent Network ID	780,812		DHC Payor Mix % Medicare	36.2%

ACCOUNT NAME
▼ Wellforce <b>CURRENT</b>
▼ Circle Health
Lowell General Hospital - Mai...
Lowell General Hospital - Sain...
▼ MelroseWakefield Healthcare
Lawrence Memorial Hospital ...
MelroseWakefield Hospital

## Account Hierarchy

- Visualize provider networks at a glance
- Analyze the parent/subsidiary relationships and partnerships between members of a health system or other network
- Update hierarchies and import missing parent accounts
- Target networks and facilities based on existing relationships and networks

## Manage Contacts

- Collect contact information for key decision-makers and other targets
- Compare existing contacts using names and emails, and merge records
- Import new contacts and update information seamlessly, on your schedule

Managing Contacts for Wellforce		
DHC ID: 780,812		
Showing 1 to 14 of 14 total executives		
Create duplicate contacts when matched contact can not be updated <input type="checkbox"/>		
Showing 1 to 14 of 14 total Executive(s).		
<input type="checkbox"/>	Name	Title
<input type="checkbox"/>	Amy Hoey	Chief Operating Officer
<input type="checkbox"/>	Bill Shickolovich	Senior Vice President and Chief Information Officer
<input type="checkbox"/>	Bobbi Carbone	Interim Chief Integration Officer, Wellforce
<input type="checkbox"/>	Brooke Hynes	Senior Vice President of Marketing Communications, Wellforce
<input type="checkbox"/>	Cece Lynch	Chief Nursing Officer
<input type="checkbox"/>	Chris Johnson	Senior Vice President of Supply Chain

For more information or a free trial, visit us at

[www.definitivehc.com](http://www.definitivehc.com)