Essential Data and Analytics on Hospitals & Physicians for MEDICAL DEVICE COMPANIES

Find the healthcare providers who need your devices the most
Spend more time growing your market share

The medical device market is competitive. Hospitals and physicians need to understand why your device is important and different. Engage your prospects more effectively by understanding hospital networks, identifying financial resources, assessing quality scores, and uncovering referral and prescription patterns. Access meaningful and relevant provider data and insights today to build great territory and account plans and to accelerate your go-to-market strategies with a customized and informed approach to each prospective client interaction.

Align your strategy with the metrics that matter
Hospitals and physicians want a strategic business partner

1. IDENTIFY PROVIDERS THAT SHOW PURCHASING INTENT
   - Claims data
   - Quality measures
   - Purchasing history
   - Financial performance

2. MAP AFFILIATIONS AND PARTNERSHIPS
   - Hospitals/IDNs
   - GPOs/RPCs/Pharma distributors
   - Payers
   - Physicians

3. CONDUCT PROVIDER AND PATIENT ANALYSES
   - Unique patient counts & journeys
   - Readmission rates
   - Population health trends
   - Prescribing patterns

4. TRACK REFERRAL PATTERNS & NETWORKS
   - Hospital & physician referrals
   - Network hierarchies
   - Diagnosis & procedure histories
   - Patient leakage insights

5. CONTACT KEY DECISION-MAKERS
   - Names and titles
   - Phone numbers
   - Email addresses
   - LinkedIn profiles

6. MONITOR INDUSTRY TRENDS
   - Mergers and acquisitions
   - Executive moves
   - Financing announcements
   - Technology changes

BRASSELER USA

“When we’re looking at the procedures that are taking place and planning our product development, the goal is to understand what the growth opportunities are moving forward. Definitive data allows us to capture what our customers’ needs are moving forward.”

RACHELLE FERRARA
Senior Director, DM

“As our clients talk with us about their needs, we have to know in advance where they are financially, where they are in terms of the big strategic decisions, what their big goals and aspirations are, and who’s running the place, so we can advance the conversation and really help them. That’s what Definitive does for me.”

DAVE EDWARDS
VP Strategic Corporate Accounts

DEFINITIVE HEALTHCARE
Define your strategy with Definitive Insights

Place of Service Profiling
Use dashboards and analytics across data families to get a summary of every facility’s KPIs, including readmissions, diagnosis and procedure volumes, and physician alignments, among other key metrics.

Referral Patterns
Analyze referral data to track patient journeys in your therapy area. Target physicians and hospital networks with propensity to purchase your medical device.

Assess Procedure & Diagnosis Volumes
Review claims intelligence by disease category and prescription volumes to target specific accounts and forecast sales growth.

Quality Metrics and Analytics
Examine readmission rates and other quality metrics at the facility and provider levels to engage in more meaningful conversations about your device impact and ROI.

TRUSTED BY
9/10 Medical Device companies OF THE TOP

... and here are the data and insights they rely upon most

- Claims data by facility and physician
- Current and historical financials
- Hospital and facility affiliations
- Diagnosis and procedure data
- Procedure-based visuals
- Quality scores and CMS participation
- Technology implementations
- Physician prescription patterns
- Key physician opinion leaders by practice area
- Executive names and contacts

For more information please call (888) 307-4107 or visit our website at www.definitivehc.com to learn more about the Definitive Healthcare data and insights platform.