PatientFinder
The go-to-market solution for
Pharmaceutical, Biotech & Medical Device Companies

DEFINITIVE HEALTHCARE
Find the precise patient populations that need your drugs, therapies, and devices

It is a challenge to accurately identify and quickly engage providers with the specific patient populations that would most benefit from your solution. PatientFinder allows you to create customized patient cohorts (in minutes, not months!), find the providers with the most of those patients, and have more informed and relevant practitioner interactions.

Empower your sales force with best-in-class industry intelligence and inform your next sales conversation

1. BETTER PROVIDER TARGETING
   Where are your treatment-ready patients?
   PatientFinder finds patients with the right medical history for your product and shows you the providers treating the most of those patients.

2. BETTER INTERACTIONS WITH PROVIDER TARGETS
   Because data doesn’t sell itself.
   PatientFinder provides customized reports that facilitate deeper and more impactful sales conversations. For example, provider-specific referral reports to drive conversions.

3. EASY TO USE
   Tools are only valuable if they’re used.
   PatientFinder provides field reps with just the information they need, through an elegant and straightforward user interface.
PATIENTFINDER is fully integrated into Definitive Healthcare’s existing healthcare provider analytics platform to deliver an unmatched go-to-market solution for Life Sciences companies. Use the intelligent resource that aligns patient, practitioner, and facility intelligence for you.

I’m looking for patients who have...
- Been seen for chronic pain
- Also had a procedure for steroid injection
- Age
- Gender
- Insurance

Begin by customizing your ideal patient cohort by age group, gender, geography, diagnosis, co-morbidities, prior treatments, and provider details.

The CohortBuilder capability generates a comprehensive list of patients, complete with complex treatment histories — all within your designated disease state and geographic area.

Identify patient cohorts that are ready for your treatment or device

This sales enablement tool uses your customized patient cohort to deliver a hyper-targeted set of providers with the greatest number of treatment-ready patients — bringing your innovation to the people who need it most. It also allows for visibility into referral patterns, so that you can identify referral sources.

Bartis, Cristina Beatrice
Pain Medicine > Interventional Pain Medicine
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Target the providers that serve the exact patients you treat

PatientFinder uses intelligence from over 8,800 hospitals and IDNs, 1.7 million physicians, and more than 247 million all-payer medical claims to answer questions about your target market before you’ve asked them. Find out where patients within your disease state are most often seeking treatment, learn the names and phone numbers of the providers who are treating them, and discover patterns in patient comorbidities, physician referrals, or prescription use.

Our data & insights platform includes

- Physicians Groups
- Hospitals
- Clinics
- Long-Term Care
- International
- DHC Visuals

for more information please call (508) 720-4224 or visit our website at www.definitivehc.com to learn more about the Definitive Healthcare data and insights platform