Pinpoint the hospitals and physicians that need your drugs and treatments
Your focused approach wins in a competitive market

It is becoming increasingly difficult to access the physicians and facilities in your drug and treatment path, and there is more noise every day as your competitors pursue the same audience. Access meaningful and relevant provider data and insights to analyze market opportunities and build great territory and account plans, with a customized and informed approach to each prospective client interaction.

Make every conversation count
Your customers are worth it

1. SEGMENT AND TARGET YOUR MARKET
- Diagnosis and procedure codes
- CBSA analytics
- Physician referral patterns
- Quality performance

2. FIND KEY OPINION LEADERS IN YOUR THERAPY AREA
- Procedure volume
- Therapy area analytics dashboard
- Practice locations
- KOL physician search

3. MAP AFFILIATIONS AND PARTNERSHIPS
- IDNs and health systems
- Physician and PG alignment
- GPOs and purchasing information
- M&A activity and partnerships

4. TRACK PATIENT JOURNEYS
- Network leakage insights
- Comorbidity and readmissions data
- Longitudinal patient analysis
- Outpatient facility utilization

5. PLAN COMPETITOR DISPLACEMENT
- Drug density/prescribing frequency
- Track market and share changes
- Physician procedure history
- Population health trends

6. MONITOR INDUSTRY TRENDS
- M&A and financing
- Executive moves
- Financing announcements
- Technology changes
- New CMS/incentive programs

Boehringer Ingelheim

“"The additional insights delivered by combining commercial claims intelligence with broad provider data makes the Definitive Healthcare platform even more powerful. We have products in the diabetes space, respiratory space, and the cardiovascular space, so to see the interface between primary care and specialists enables us to refine our targeting lists and our messages very specifically around those individuals."

BILL KAVENY
National Account Director, GPOs

DEFINITIVE HEALTHCARE
Define your strategy with Definitive Insights

Referral Patterns
Analyze referral data to track patient journeys in your disease area. Target physicians and hospital networks with high diagnosis/prescribing volumes in your drug and therapy areas.

All-Payer Claims
Use commercial claims data to identify networks, referral patterns, disease densities, geographic patterns, and drug and treatment regimens by provider and facility.

Drug Market Analytics
Target physicians using drug market analytics, conduct a competitive analysis, or search for specific drug or therapy prescription patterns.

Readmission Scores
Identify hospitals with the highest readmission rates, including comorbidity data and secondary diagnoses.

TRUSTED BY 9/10 Pharmaceutical and Biotech companies OF THE TOP

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

- Claims data by physician, facility, and market
- Physician prescribing data
- Hospital drug unit analysis
- IDN, payer, GPO, and clinic affiliations
- Quality and financial metrics
- Executive profiles
- Key opinion leaders
- Market intelligence and M&As

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.