Imagine a full and up-to-date picture of your healthcare provider prospects

Deep knowledge gives you a competitive edge

The healthcare provider technology landscape is changing rapidly. Providers are implementing new technologies and trying to leverage existing infrastructures. How does a healthcare IT company keep up? Make your job easier with immediate access to specific IT installation and purchasing information across departments, providers, and networks. There’s a better way to build great territories and account plans and expand your pipeline. Accelerate your go-to-market strategy with the most accurate insights available on healthcare organizations.

Make every conversation count with in-depth intelligence

Your clients will appreciate your consultative approach

1. IDENTIFY THE BEST OPPORTUNITIES
   - Competitive analysis dashboard
   - Prospective buyer scores
   - IT RFPs and CONs
   - Technology implementations

2. MAP YOUR SALES TERRITORIES
   - Vendor & module market share
   - Affiliations and networks
   - Implementations by geography
   - Vendor market penetration

3. UNDERSTAND PROVIDER TECH FOOTPRINT
   - Contract dates
   - Planned implementations
   - Vendor change alerts
   - Interactive visual dashboard

4. ANALYZE TECHNOLOGY IMPLEMENTATIONS
   - IT operating budget
   - Custom email alerts
   - Facility networks & affiliations
   - Proprietary insights on vendor changes

5. DEVELOP PROSPECT AND ACCOUNT PROFILES
   - Trended financial performance
   - Historical implementations
   - Ideal customer profiling
   - Technology use scoring

6. CONTACT KEY DECISION-MAKERS
   - Names, titles, & LinkedIn
   - Phone numbers & email addresses
   - Executive move notifications
   - Industry change email alerts

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“Definitive Healthcare has been a gamechanger for us. When we use Definitive Healthcare, we can walk into client conversations without any blind spots. We have completely accurate data about their technology environments, and the clients often ask us how we got the information. It is great because it shows we’re really on point when we’re having these conversations.”

DR. MITEISH RAO
CEO

“Without Definitive Healthcare, honestly, I can’t think of a way that we would have the data and insights to help our sales team succeed in discovery. The platform is absolutely critical to our business on a daily basis.”

AMY SIMATOS
Global Director of Sales Training
Define your strategy with Definitive Insights

A Complete View of Your Prospects
Access a 360° view of your prospects including technology installations, affiliations, executive contacts, and much more.

Competitive Analysis
Look at multi-vendor market penetration to assess strategic market entry opportunities.

Technology Strength Health Scores
Examine technology penetration within a facility or health system to find alignment opportunities and determine estimated IT budgets.

Technology Opportunity
Assess current provider landscape to identify technology gaps and opportunities.

TRUSTED BY
9/10 Technology companies
OF THE TOP

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

- Technology installation data
- Hospital and facility affiliations
- Depth of software platforms tracked
- Technology competitive analysis
- Historical technology installation
- Executive names and contacts
- RFPs and CONs
- Technology market share
- Current and historical financials
- Vendor market share

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.