

Definitive Healthcare DE&I Report

January 2021

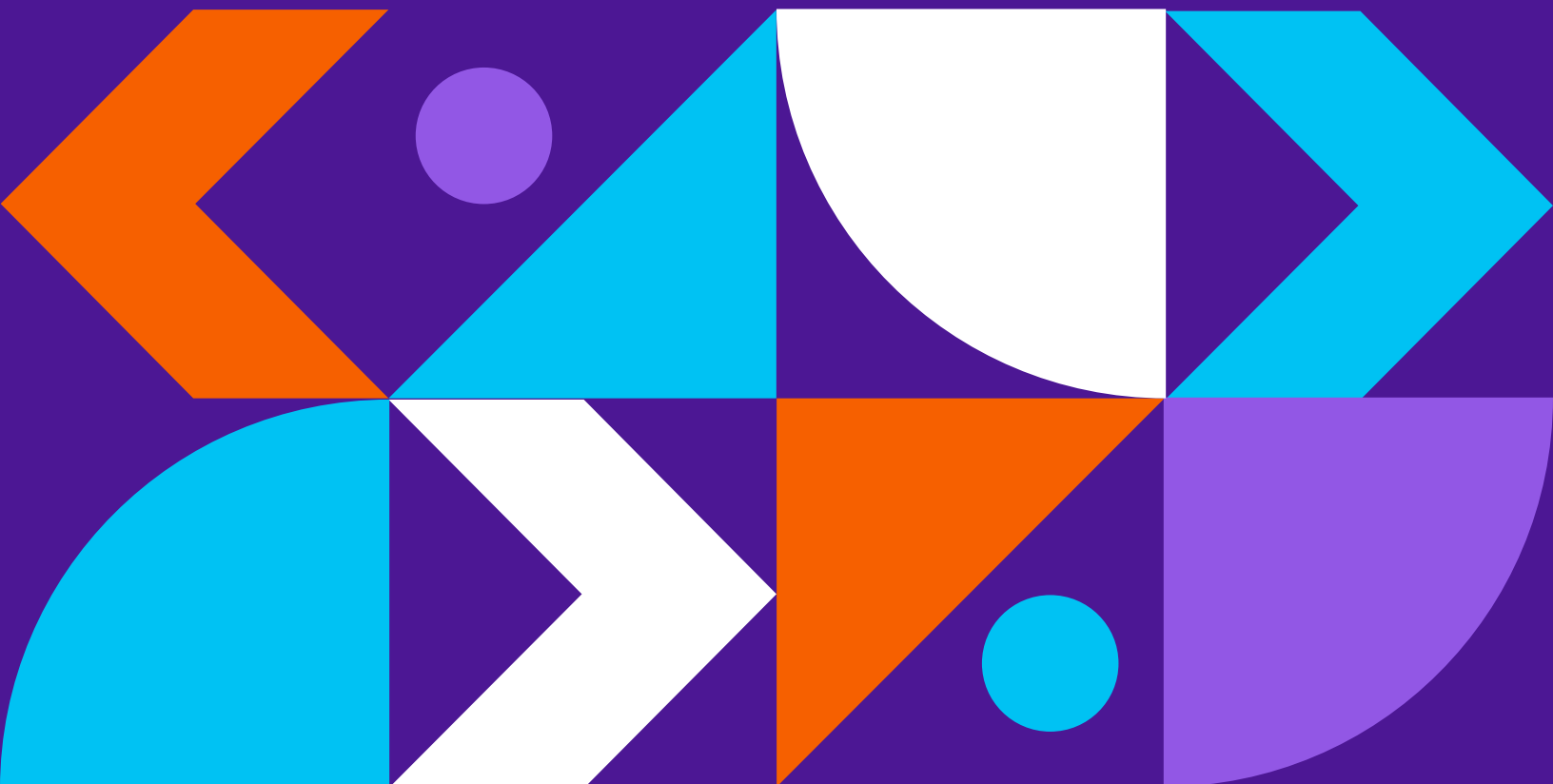
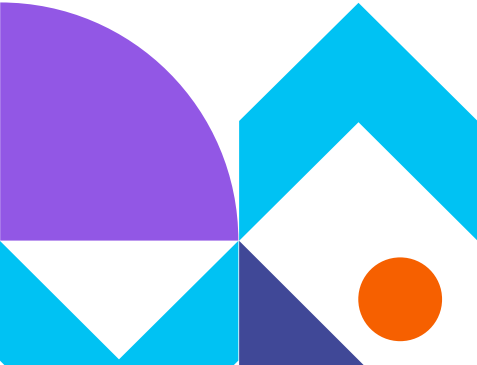


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Letter from Jason



Greetings

Welcome to our second Diversity & Inclusion report. As an organization, we are committed to providing greater transparency and openness about our business. With this in mind, we want to offer you a candid look at the progress we are making to improve elements of diversity, equity, and inclusion at Definitive Healthcare.

Why Diversity Matters

Achieving greater diversity is not just about corporate compliance or doing the “right thing;” it is vital to the creativity, innovation, and evolution of our business. Our best ideas have always come from our people. And diverse, engaged people come up with the best ideas. To enhance our culture and spark innovation, we need to be open to unique perspectives, backgrounds, and voices. Achieving this requires us to assess our current state and possess the humility, curiosity, and courage to improve.

2020 Efforts

Our efforts last year focused on improving diversity and inclusion. While these efforts are intrinsically linked, the concepts are distinct. Diversity refers to the traits and characteristics that make people unique. Inclusion refers to a sense of belonging, specifically the behaviors that make people feel included and welcome. Given the differences, we tailored our approach and measures. To drive greater diversity, we focused on improving our hiring practices. To improve inclusion, we pursued a mix of learning, personal development, and employee engagement experiences. We have also reevaluated company operations and policies to support a more diverse, inclusive community.

Impact of our Efforts

In 2020, we saw greater gender diversity in our hiring—specifically with New Business, General & Administrative, Product & Professional Services, and individual contributor positions. We also expanded racial diversity with hires from underrepresented groups, primarily those of Asian descent.

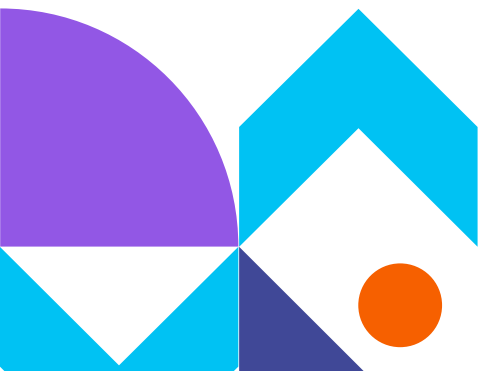
Based on employee feedback, we have also succeeded at meeting or exceeding certain qualitative inclusion measures year over year. These measures include fostering a sense of belonging, providing a safe and inclusive work environment, and creating a space for employees to voice contrary opinions without consequences.

Going Forward

Growing a more inclusive, equitable, and diverse environment takes time and great care. While we have made measurable progress, we still have a long way to go in balancing gender diversity and improving racial diversity across the organization. We hold ourselves accountable for these efforts and will share updates on the progress we are making, the new initiatives we are piloting, and the impact we are seeing.

No matter what, we're committed to this work and to becoming better together, one day at a time.

Yours truly,
Jason Krantz, CEO



Recap of Our Efforts



This report summarizes the progress we have made to improve diversity and inclusion at Definitive Healthcare. In it, you will find a retrospective view of the actions we have taken and a snapshot of how our demographics have changed since last year. We share this information with our community to highlight the steps we have taken thus far, and to hold ourselves accountable for improving the diversity of our company and the inclusiveness of our community going forward.

Hiring

Our goal has been to expand the diversity of candidates we sought for all positions and minimize the impact of bias throughout the recruiting process.

In 2020, the Talent Acquisition team developed partnerships with 29 diverse organizations—increasing our ability to source and pipeline a greater mix of candidates. These organizations include professional associations such as Women who Code, Coalition of Black Men, National Coalition of Black Women, and Professionals with Disabilities.

In addition to our partnership efforts, we built relationships with more diverse colleges and student groups. This includes new partnerships with Historically Black Colleges (HBC's) and other schools in our region that have greater racial diversity. Through these, we expanded our campus recruiting program— participating in diversity-focused career fairs and networking events, as well as hosting our own Virtual Career Fairs for underrepresented students.

The Talent Acquisition Team also made a few changes to the hiring process that will help us identify and reduce bias in the future. These changes included adding optional self-identification questions to our application—which will allow us to better assess equity across candidate demographics—and implementing the Predictive Index. Predictive Index is an assessment tool that rates candidates across behavioral and cognitive measures to create a more objective candidate evaluation. We are also leveraging a new tool, Handshake, to proactively engage with diverse student clubs and groups.

In 2021, hiring will continue to be a significant focus of our DEI efforts. In particular, we are aiming to increase racial and ethnic diversity across the company, enhance our gender and racial diversity in leadership roles, and continue progressing toward more gender diversity on our sales teams.

Employee Experience

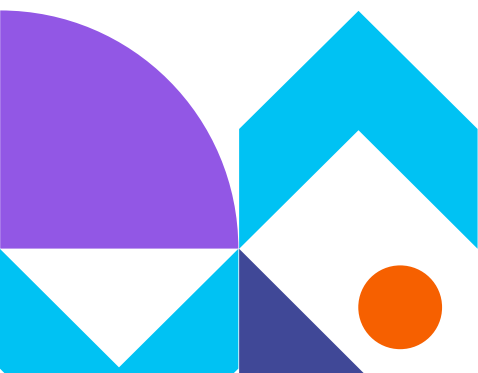
One of the major cornerstones of our DEI initiative is Definitive Healthcare's Affinity Group Program. This grassroots effort was started by employees across Definitive who wanted to create a way to meet other DHC people who share common experiences, to promote a sense of belonging and understanding, and to advocate for their communities. We started 2020 with two Affinity Groups—our women's group (WE@DHC) and our LGBTQ+ group (OUT@DHC). By the end of the year, we added two more: Black, Indigenous, and People of Color at DHC (BIPOC@DHC) and Parents at Definitive Healthcare (Parents@DHC).

Collectively, our Affinity Groups sponsored several guest speakers, panel talks, and social events, and organized several unique projects such as our company library and our Multi-cultural Holiday Traditions Cookbook.

The Affinity Group Program has also paved the way for Definitive Healthcare's first ever DEI Committee—comprised of leaders from each Affinity Group, the Executive Sponsors for each group, and HR stakeholders. The committee will meet on a quarterly basis to share initiatives and updates, discuss progress, and share insights and suggestions. The goal of the committee is to ensure that employees across all departments and levels of the organization have a voice in forming our DEI strategy, from initiative planning and goal setting to implementing new policies.

In 2020, Definitive also began commemorating diverse groups by celebrating Black History Month, Women's History Month, Pride Month, Working Parent's Month, and National Hispanic Heritage Month. We celebrated these occasions with events, educational sessions, and community service opportunities to highlight our important communities that are so often underrepresented.

Our Executive Team also established a DEI mission statement, articulating the importance and meaning of this initiative to Definitive Healthcare. We also set up a dedicated DEI page on our intranet, which includes more information about our Affinity Groups, action plans, and learning resources.





Improving Internal Operations

In 2020, we completed an audit by a third-party consultant to assess our operations and identify ways to improve diversity, equality, and inclusion efforts. The assessment graded us on a variety of areas— including the diversity of our workforce, how inclusive our policies and practices are, the activities we are engaging in to promote inclusivity, and more.

We also received recommendations on where to focus our efforts over the next 12 months as we continue to build out plans and programming for our DEI initiatives. This includes focus areas such as:

- Improving guidance on policies and working norms to foster a greater sense of belonging
- Leveraging our efforts to inform how DHC operates internally and interacts externally with the community and stakeholders
- Increasing leader involvement with DE&I to amplify our efforts

In our work to improve internal operations, we have also started to collect a broader range of data to better assess employee needs and areas of improvement for DE&I. We recognize that diversity encompasses more than just gender, race, and age. With the implementation of several new systems, including ADP and a new applicant tracking system in 2021, we will be able to better understand other demographics through optional self-identification questions such as sexual orientation, parental status, and veteran status. We have also expanded race options, including Middle Eastern or North African, East Asian, and South Asian. Additionally, we added a non-binary/gender non-conforming to our gender identification options.

Learning & Development

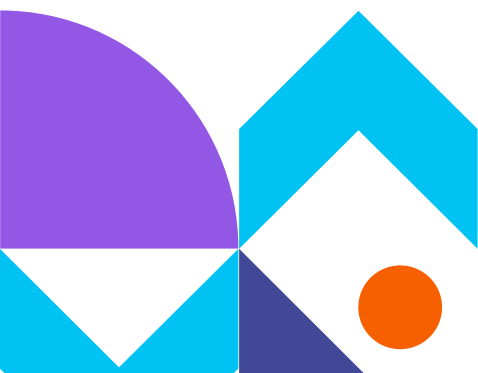
In 2020, we launched our mandatory DEI Foundations Training for all employees, which covered terminology, cultural competencies, and the importance of diversity and inclusion in the workplace. This session will continue to be a requirement for all new employees.

To create DEI accountability for Managers, we added a common goal to every people managers' annual performance assessment. This goal ensures that a portion of every manager's annual bonus is based on how they demonstrate elements of our culture and values—including elements of how they and their team engage with DEI efforts.

We have also sponsored several seminars on specific topics relative to diversity and inclusion. These included guest speakers on “Racial Inequality in Healthcare” and the impact of “Covering and Unconscious Bias.”

Looking forward

As we have taken action to move the needle on our DEI goals, we have been able to execute some of these action items quickly, while others have taken longer to make progress on. Creating an inclusive, equitable, and diverse environment takes time and great care; we are balancing getting things done fast with doing things really well. No matter what, we are committed to this work and to becoming better together.



Outcomes



Our collective effort to improve diversity, equality, and inclusion is futile if we cannot impact change. As we expand our DE&I programs, we are also advancing measures to track our progress and analyze the data.

For this report, we defined diversity as the demographic representation of our employees. When assessing how we shifted representation, we dig in deeper to track changes with the mix of new hires. To assess the inclusiveness of our environment and culture, we need to look beyond demographics. Instead, we look at scores and feedback from our culture surveys and assess participation and reactions from our learning, development, and employee events.

Changes in Demographic Representation

Gender

In 2020, we brought on 195 new permanent employees and saw greater gender diversity. Sixty percent of new hires in 2020 were male and 40 percent were female—bringing our total company population 4 percentage points closer to our goal of 50/50. Significant progress was made in our New Business sales roles, with a 6 point increase in female representation year over year. We also saw similar shifts in gender diversity within Product, Professional Services, G&A roles, and individual contributor positions.

While both the individual contributor and manager levels are trending in the right direction company-wide, our Director, VP, and Executive level positions continue to be disproportionately male. In 2020, 81 percent of all Director+ roles were held by males and only 19 percent were held by females. This is something we will focus heavily on in 2021 and beyond. It is essential that we make strides in our highest-level leadership roles and that those roles reflect the balance seen at other levels of our employee population.

Race & Ethnicity

Racial diversity improved in our 2020 hiring, primarily with those of Asian descent. The largest minority group hired was Asian, making up 10 percent of all new hires. This was primarily driven by hires on our technology teams. Improving racial diversity across the organization is a continued focus as other minority groups remained relatively unchanged, with hiring rates falling slightly.

Age

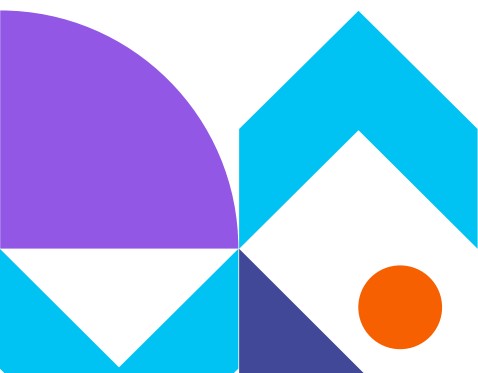
Our employee population, while still primarily in the 20-34 age bracket, is skewing older. Generationally, we had a positive shift to hiring more candidates that are 35 years or older.

Feedback from Culture Surveys

Each year we conduct a deep survey of our culture and organizational health, with shorter periodic evaluations to take the pulse of how people feel. During these surveys, we assess factors relating to equity and inclusion. In 2020, the surveys included a broader net-promoter score and more specific measures on belonging and inclusive environment, including:

- “I would recommend Definitive Healthcare to my family or friends as a place to work”
- “I feel like I belong at Definitive Healthcare”
- “My work environment is safe, supportive, and inclusive”
- “I can voice a contrary opinion without consequences”

The results from our 2020 employee survey noted each as either an organizational strength or an improvement versus 2019 on each of these four measures. In the future, we will expand on this approach—diving deeper into both the range of topics we address and how we further analyze the results.



Detailed Data

This section shares multiple dimensions of representation for both permanent employees and new hires. The data in this report reflects the demographics of Definitive Healthcare’s population of 481 permanent employees as of January 1st, 2021. Data is presented in three categories: gender, race/ethnicity, and age. Within each category is a breakdown by all company, by level, and by department.

The final section is hiring data, which includes gender, race/ethnicity, and age attributes of all new employees hired in 2020. The goal of this section is to begin to compare our new hire population year over year to see if our efforts are moving Definitive Healthcare towards a more diverse employee population.

Any figures that do not add up to 100 percent may be due to rounding.

Data collection processes:

Both gender and race/ethnicity data have been voluntarily self-identified and collected during the on-boarding process. A respondent may decline to identify in either category. Age data is also collected during the on-boarding process. All attribute options given within these categories are in alignment with US government EEO-1 reporting requirements.

Definitions:

Below are several terms you will see in this report and what we mean by them.

Levels:

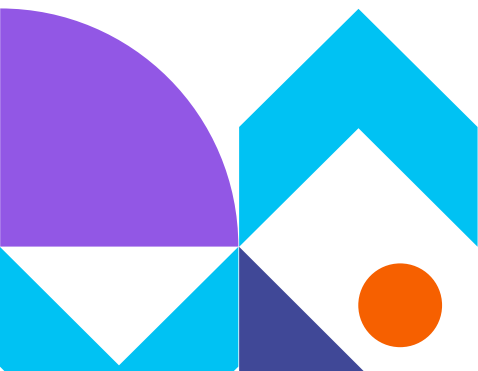
Groups of positions, shared across all departments and teams, categorized by role responsibilities, including the management of people and/or functional leadership.

C-Suite: Our highest level Executive Leadership Team
VP: Any individual with a VP title
Director: Any individual with a Director title and responsibility for directing a function
Manager: Any individual with people or functional management responsibilities
Individual Contributor: Anyone who contributes individually, without people or functional management responsibilities.

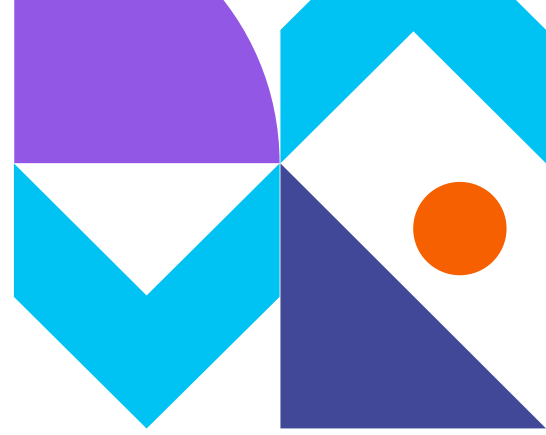
Departments:

Organizational structure that groups sub-teams together under larger functions.

Customer Experience: Customer Success Management, Training, Support, Integrations, and Operations
New Business: Sales Executives and Inside Sales
Account Management: Account Executives and Inside Sales
Sales, Other: Sales Enablement & Operations and Sales Engineering
G&A: HR, Finance & Accounting, Strategy, and any other business operations roles
Marketing: Digital, Go-to-Client, PR, and Content
Professional Services: Data Analysts, Healthcare Analysts, and Axiom
Product: Product Analysts, Product Management, Product Support, Data Specialists, and Research
Technology: Engineering and Information Technology

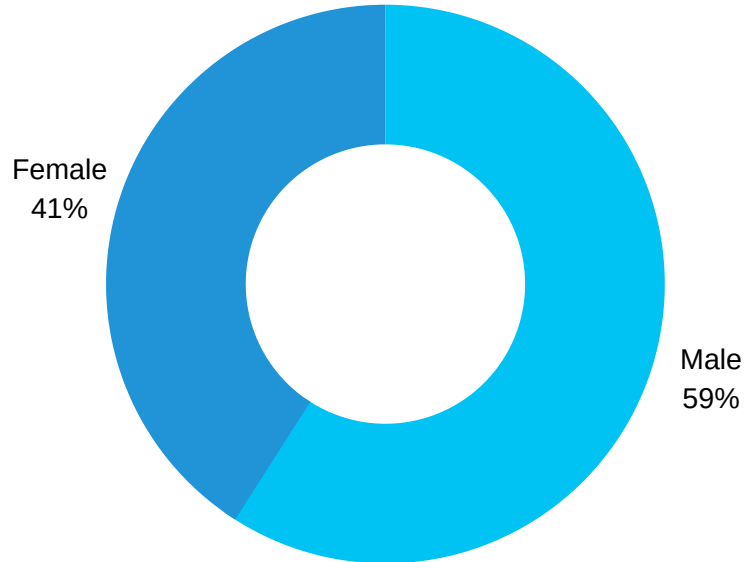


Representation by Gender



All Company

Female representation Year over Year Change: ▲ 4%



*<1% Prefer not to answer

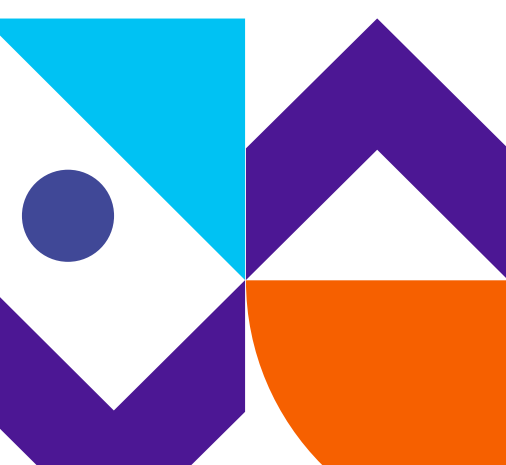
By Level

	Male	Female	YoY (Female)
C-Suite	88%	13%	▼ -21%
VP	80%	20%	▲ 6%
Director	80%	20%	▼ -11%
Manager	57%	43%	▼ -7%
Individual Contributor	60%	40%	▲ 6%

Representation by Gender

By Department

	Male	Female	YoY (Female)
Customer Experience	45%	55%	▼ -2%
New Business	78%	22%	▲ 6%
Account Management	85%	15%	▼ -5%
Sales Other	74%	26%	▼ -7%
G&A	50%	50%	▲ 10%
Marketing	27%	73%	▲ 7%
Professional Services	28%	72%	▲ 22%
Product Operations	41%	59%	▲ 3%
Product Other	38%	63%	▲ 14%
Technology	93%	7%	▼ -28%



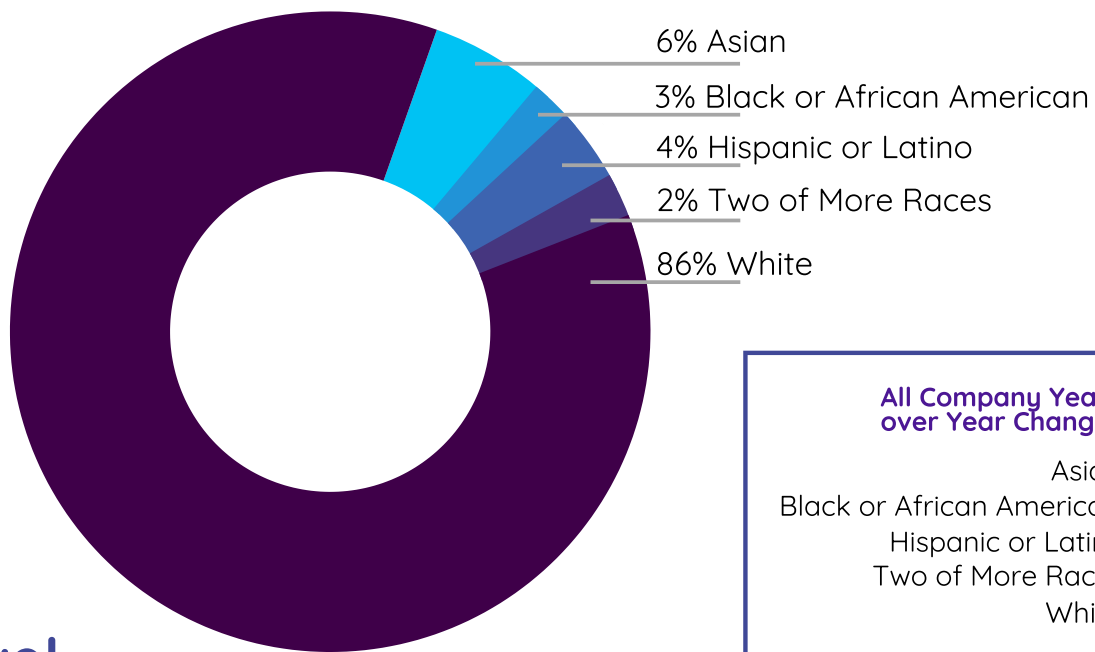
The fine print:

All gender options are in alignment with US government EEO-1 reporting guidelines. We do not feel that this binary representation of gender as either female or male is adequate. With the switch to ADP in the beginning of 2021, we have added a non-binary/gender non-conforming designation. You will see this third category reflected in future reports.

Representation by Ethnicity



All Company



All Company Year over Year Change:

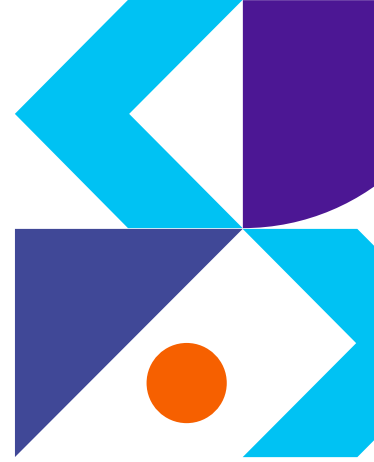
Asian	▲ 1%
Black or African American	▬ 0%
Hispanic or Latino	▲ 1%
Two of More Races	▼ -1%
White	▼ -1%

By Level

Department	Asian	Black or African American	Hispanic or Latino	Native Hawaiian or Pacific Islander	American Indian or Alaskan Native	Two Races or More	White	YoY Change (minority groups)
C-suite	0%	0%	0%	0%	0%	13%	88%	▼ -5%
VP	5%	0%	5%	0%	0%	0%	90%	▲ 1%
Director	0%	0%	0%	0%	0%	5%	95%	▼ -3%
Manager	10%	2%	2%	0%	0%	0%	86%	▲ 6%
Individual Contributor	6%	2%	4%	<1%	0%	2%	86%	▲ 1%

The fine print:
Those who chose not to identify are not included in the table above.

Representation by Ethnicity



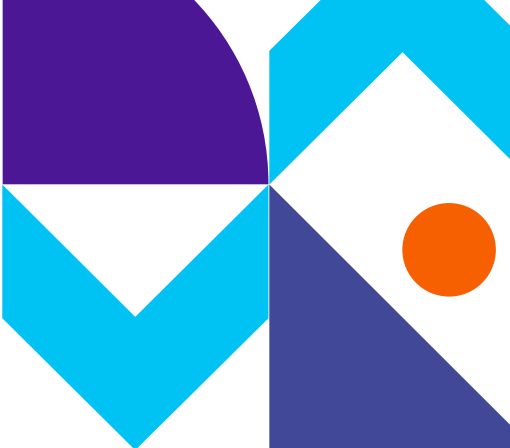
By Department

Department	Asian	Black or African American	Hispanic or Latino	Native Hawaiian or Pacific Islander	American Indian or Alaskan Native	Two Races or More	White	YoY Change (minority groups)
Customer Experience	4%	3%	6%	0%	0%	1%	86%	▼ -1%
New Business	3%	1%	4%	1%	0%	3%	89%	▲ 1%
Account Management	4%	4%	4%	0%	0%	2%	85%	▲ 6%
Sales Other	5%	0%	0%	0%	0%	0%	95%	▲ 5%
G&A	7%	0%	3%	0%	0%	0%	90%	▲ 7%
Marketing	7%	0%	0%	0%	0%	7%	87%	▼ -13%
Professional Services	2%	6%	4%	0%	0%	4%	86%	▼ -2%
Product Operations	8%	4%	4%	0%	0%	1%	83%	▼ -5%
Product Other	13%	0%	13%	0%	0%	0%	75%	▲ 17%
Technology	20%	0%	0%	0%	0%	3%	77%	▲ 13%

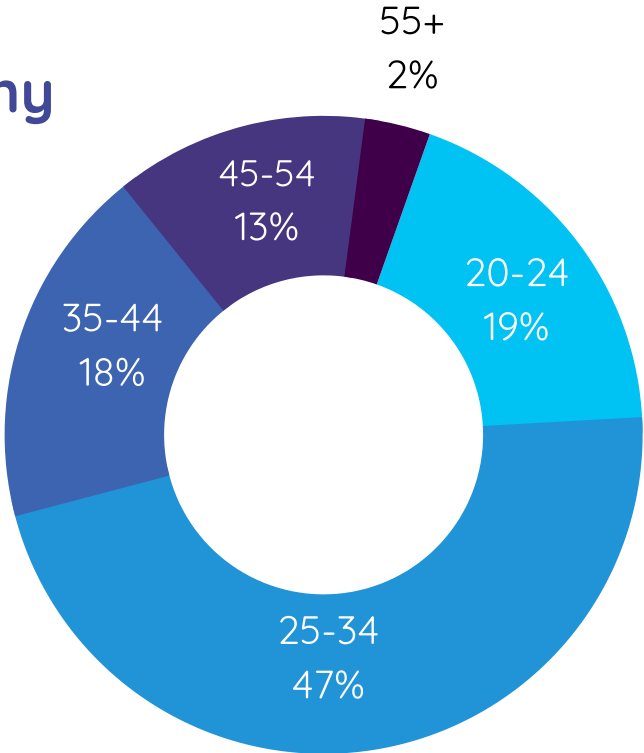
The fine print:
Those who chose not to identify are not included in the table above.



Representation by Age



All Company



Year over Year Change:	
20-24	▼ -2%
25-34	▼ -1%
35-44	▲ 3%
45-54	▲ 2%
55+	▼ -1%

By Level

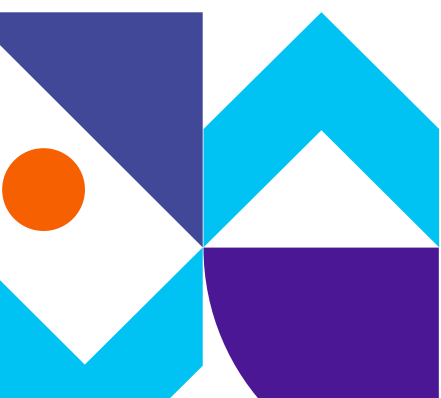
	20-24	25-34	35-44	45-54	55+
C-Suite	0%	13%	25%	63%	0%
VP	0%	10%	20%	55%	15%
Director	0%	15%	65%	20%	0%
Manager	0%	30%	19%	21%	0%
Individual Contributor	24%	52%	15%	7%	2%

Representation by Age



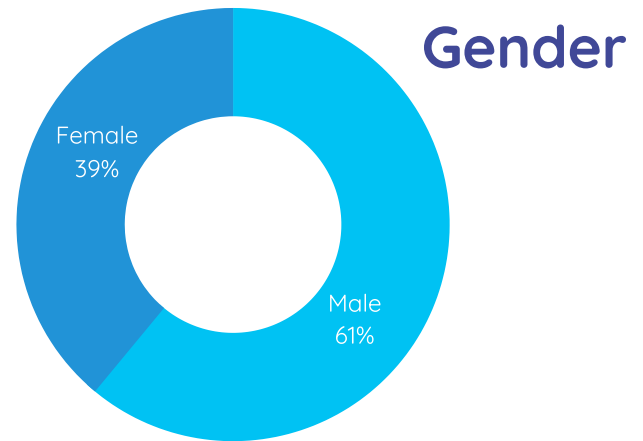
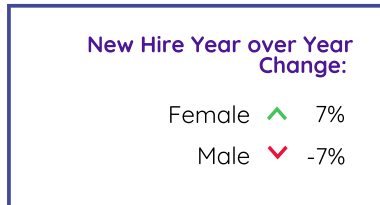
By Department

Department	20-24	25-34	35-44	45-54	55+
Customer Experience	18%	55%	13%	13%	1%
New Business	20%	53%	20%	6%	1%
Account Management	13%	38%	26%	23%	0%
Sales Other	0%	84%	0%	11%	5%
G&A	7%	43%	30%	13%	7%
Marketing	7%	53%	27%	13%	0%
Professional Services	21%	55%	17%	7%	0%
Product Operations	42%	40%	3%	10%	5%
Product Other	13%	63%	25%	0%	0%
Technology	7%	37%	43%	10%	3%



New Hire Representation

The following graphs include all permanent employees hired from Jan 1st - Dec 31st, 2020.



Ethnicity

