

Definitive Healthcare Digital Audiences

Loved by agencies. Trusted by brands.

Definitive Healthcare doesn't just provide data. We provide a map of the healthcare ecosystem. By unifying all payor claims, provider reference and affiliations data, and deep consumer insights, we deliver precise, HIPAA-compliant audiences to transform campaign performance and media efficiency.

→ Unmatched precision

Empower your strategy with all-payor claims covering **250M+ patients and 3M+ healthcare professionals** for pinpoint accuracy.

→ Privacy first

Operate confidently with **100% HIPAA-compliant**, zero-knowledge methodology for high-value audiences.

→ Real-world activation

Tap into dynamic segments optimized for leading DSPs (The Trade Desk, DV360, etc.), social platforms (Meta, LinkedIn, etc.). Seamlessly activate on your preferred platform or leverage our expert campaign management team to execute on your behalf.

→ Speed to market

Go from data to delivery in 3-5 business days. Access on-demand, custom-tailored audiences built to your exact specifications without the traditional industry lag.

Definitive Healthcare offers a smarter path to conversion. By leveraging our clinical depth with real-world consumer behavior and social drivers, we find the **exact** segments ready to engage—not generalized “lookalike” audiences.

Don't just launch a campaign, lead the market.

225M+

Consumers

500+

Health attributes

3M+

Healthcare professionals

Activate one of our high-performing audience categories today or partner with our experts to build a custom segment!

- PROVIDER SPECIALTY**
- Therapist Healthcare Providers
 - Primary Care Healthcare Providers
 - Anesthesiologist Healthcare Providers
 - Surgeon Healthcare Providers
 - Urgent/Emergency Care Healthcare Providers
 - Pediatrician Healthcare Providers
 - Psychiatrist Healthcare Providers
 - Hospital Medicine Healthcare Providers
 - Obstetrics/Gynecologist Healthcare Providers
 - Radiologist Healthcare Providers
 - Cardiologist Healthcare Providers
 - Hematology/Oncologist Healthcare Providers
 - Neurologist Healthcare Providers
 - Gastroenterologist Healthcare Providers
 - Pathologist Healthcare Providers
 - Pulmonologist Healthcare Providers
 - Dermatologist Healthcare Providers
 - Critical Care Healthcare Providers
 - Nephrologist Healthcare Providers
 - Allergy/Immunologist/Rheumatologist Healthcare Providers
 - Urologist Healthcare Providers
 - Endocrinologist Healthcare Providers
 - Otolaryngologist Healthcare Providers
 - Infectious Disease Expert Healthcare Providers

- PROVIDER ROLE**
- Physician Healthcare Providers
 - Social Worker Healthcare Providers
 - Nurse Practitioner Healthcare Providers
 - Non-Physician Practitioner Healthcare Providers
 - Physician Assistant Healthcare Providers
 - Physical Therapist Healthcare Providers
 - Dentist Healthcare Providers
 - Certified Register Nurse Anesthetist Healthcare Providers
 - Chiropractor Healthcare Providers
 - Optometrist Healthcare Providers
 - Psychology Healthcare Providers
 - Occupational Therapist Healthcare Providers
 - Speech Language Pathologist Healthcare Providers
 - Podiatrist Healthcare Providers
 - Dietician/Nutritionist Healthcare Providers
 - Audiologist Healthcare Providers
 - Hospitalist Healthcare Providers
 - Certified Nurse Midwife Healthcare Providers

- PROVIDER AFFILIATION**
- Providers with Health Network Affiliations
 - Providers with Academic Affiliations
 - Providers with Industry Affiliations
 - Providers with Physician Group Affiliations
 - Providers with Accountable Care Organization Affiliations

- PROVIDER PRESCRIBER BEHAVIOR**
- Prescribers of GLP-1 Medications for Diabetes and Weight Management
 - Prescribers of PD-L1 Medications for Cancer Immunotherapy
 - Prescribers of IL - Inhibitors for Rheumatology & Inflammatory Disease
 - Prescribers of Anticoagulant Medications (blood thinners) for Cardiovascular Disease
 - Prescribers of Immune Response Markers for Multiple Myeloma and Other Blood Cancers
 - Prescribers of SGLT2 Inhibitors for Diabetes and Renal Disease
 - Prescribers of Tyrosine Kinase Inhibitors for Cancer Targetted Therapy
 - Prescribers of JAK Inhibitors for Rheumatology & Inflammatory Disease
 - Prescribers of Vaccines for Immunization
 - Prescribers of TNF Factor Blockers for Rheumatology & Immunodeficiency

- PROVIDER KOL SPECIALTY**
- Surgery Key Opinion Leaders
 - Pediatric Key Opinion Leaders
 - Radiology Key Opinion Leaders
 - Cardiology Key Opinion Leaders
 - Neurology Key Opinion Leaders
 - Psychiatry Key Opinion Leaders
 - Nurse Key Opinion Leaders
 - Anesthesiology Key Opinion Leaders
 - Oncology Key Opinion Leaders
 - Gynecology Key Opinion Leaders
 - Pathology Key Opinion Leaders

Discuss your audience needs with us today.

Let's talk →

