

Essential healthcare commercial intelligence for healthcare professional associations

→ Make the most of membership

If you're a healthcare professional association, nothing matters more than finding the right members. But in the complicated web that makes up the healthcare ecosystem, how do you know where to look? How do you know you reached out to every potential member to share the value of your organization? With healthcare commercial intelligence, you can easily find the right people to contact, understand where they're working and – most importantly – who else they know and work with.

→ Accelerate your business development pipeline

1. **Expand your outreach:** Identify and engage prospective new members with custom messaging targeted to their interests.
2. **Transform your members into experts:** Use unique, data-driven commercial intelligence to help members develop high-value opportunities.
3. **Host must-see events:** Increase your event attendance and satisfaction by ensuring that your event has the right content for your members.

OVERCOME ANY OBSTACLE WITH UNPARALLELED INTELLIGENCE



Grow your membership

Confidently identify and reach the most potential members in your territory.



Demonstrate clear value

Help your members stay ahead of important industry trends with data that helps identify and address new market developments.



Build a vibrant community

Facilitate meaningful conversations between members by providing the right insights to start the dialogue.

Sharpen your strategy with healthcare commercial intelligence

DETAILED PHYSICIAN PROFILES

Get a comprehensive look into millions of physician, nurse and allied health professional profiles to engage the right providers with the right message.

SLICE MARKET DATA FROM MULTIPLE VANTAGE POINTS

Access billions of commercial claims sourced from some of the largest medical claim clearinghouses in the U.S. to refine and evolve your strategy.

EXECUTIVE CONTACTS AND DECISION MAKERS

Build your marketing database with accurate, up-to-date contact information for executives and leaders with purchasing power.

→ Visit us at [Definitivehc.com](https://definitivehc.com) to learn more.