



Get more from HubSpot® with better healthcare data

HubSpot integration services

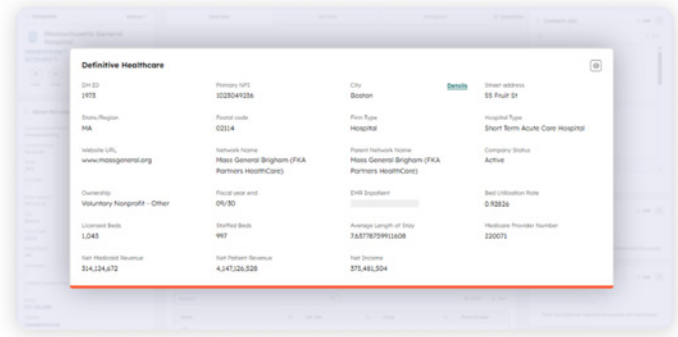
Prerequisites: HubSpot Professional Edition or HubSpot Enterprise Edition | Definitive Healthcare View Product Suite Subscription

Definitive Healthcare's integration for HubSpot brings healthcare-specific intelligence on providers, executives, organizations, affiliations, and financial performance directly into HubSpot so teams can target smarter, activate faster, and convert with confidence.

Power your pipeline

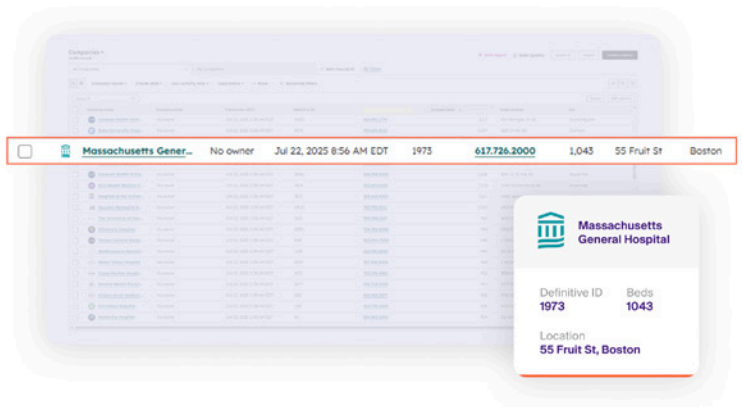
Unlock deeper account intelligence

Bring bed size, ownership, affiliations, financial performance, and clinical metrics into your HubSpot company records. Give your reps real organizational context on every account.



Sharpen account targeting

Feed HubSpot's Target Accounts with clinical, financial, and affiliation data. Better inputs mean sharper ICP tiers and higher-converting account lists.

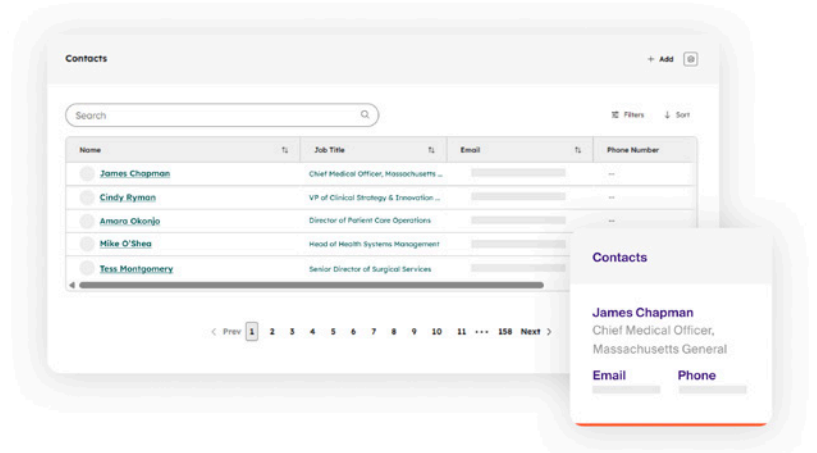


Research and prospect faster

Research new healthcare markets, build targeted prospect lists, and evaluate opportunities using healthcare organization data in HubSpot.

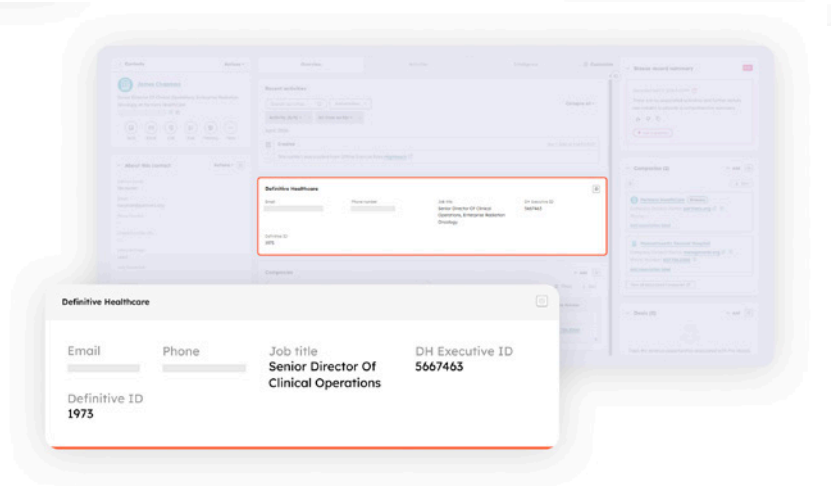
Reach the right buyer

Access physicians and healthcare executives with verified direct dials, emails, specialties, and organizational affiliations, delivered directly into your HubSpot contacts.



Sell with context

Arm your reps with specialty, affiliation, and clinical data, so every sequence, email, and call reflects the account's clinical profile, organizational structure, and key decision-makers.



Give your sales team the edge

See one governed view of providers, organizations, clinical metrics, and financial context inside HubSpot. Your team understands who matters, why they matter, and how to engage.

Prioritize account targets

Use clinical and financial data to focus outreach on high-value accounts.

Identify key decision makers

Find the physicians and executives who influence purchasing within target health systems.

Run targeted ABM campaigns

Build healthcare-specific audiences and activate them directly in HubSpot.

Segment healthcare markets

Create segments based on facility type, specialty, and organizational characteristics

Plan territories with confidence

Assign territories using geographic, organizational, and financial data.

Personalize outreach at scale

Tailor sequences using specialty, affiliation, and organizational context.

Build your dataset around your strategy.

Choose from more than 1,000+ attributes associated with organizations, executives, physicians, clinical metrics, and financial performance.

Powered by Definitive Healthcare's Atlas Dataset		
Healthcare Organizations <ul style="list-style-type: none">→ Hospitals, IDNs, clinics, ambulatory centers→ Bed size, ownership, network affiliations→ Geographic coverage and facility details→ Technology installations→ Accreditations and designations	Healthcare Executives <ul style="list-style-type: none">→ C-suite and senior decision makers→ Contact Information→ Organizational role and tenure→ Board memberships and affiliations	
Physicians & Specialists <ul style="list-style-type: none">→ Specialty, subspecialty, credentials→ Practice locations and affiliations→ Contact Information	Financial & Clinical Metrics <ul style="list-style-type: none">→ Revenue, net patient revenue, operating margin→ Payer mix and reimbursement profiles→ Clinical volume by service line→ Quality scores and outcomes data→ Purchasing patterns and vendor relationships	
9,000+ Hospital and IDN profiles across the U.S.	3M+ Physicians, nurses, and allied health professionals	4K+ ACOs, HIEs, and payor profiles



CUSTOMER STORY

Learn how Medisolv used Definitive Healthcare data in HubSpot to map the ACO market, identify white space, and expand into new opportunities.



[Read the full story →](#)

How it works

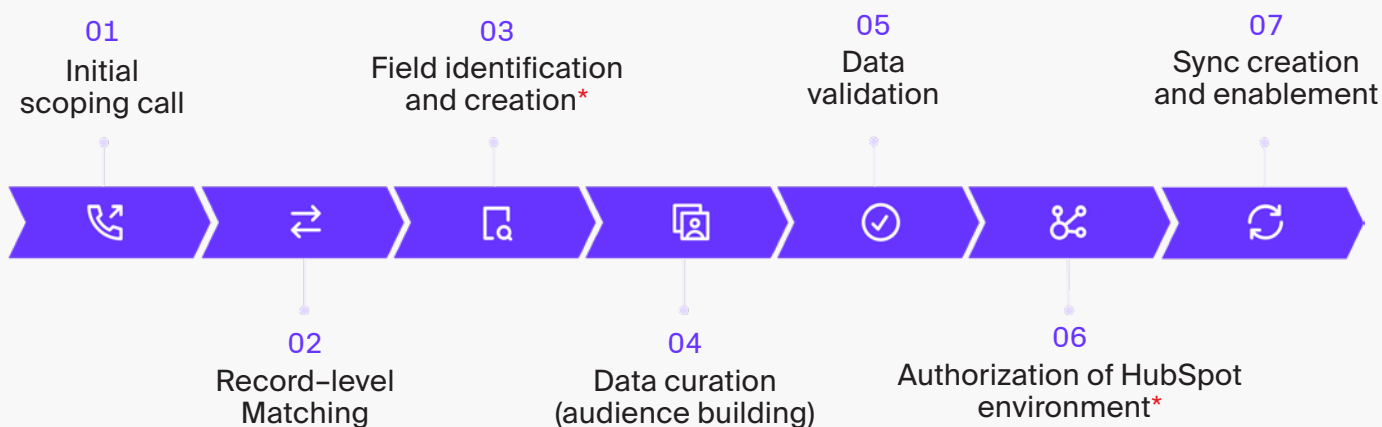
We manage the integration so your team can focus on selling. We build, deliver, and maintain the integration so your team doesn't have to. Healthcare intelligence flows into your existing HubSpot company, contact, and custom object properties.

Built on best practices from 1,400+ completed integration projects.

- **Managed data feed:** Definitive Healthcare manages your custom data feed end to end, from source through delivery into your HubSpot instance.
- **Flexible field mapping:** Access 1,000+ attributes. Configure the fields that matter most to your team.
- **Audiences included:** The initial integration includes up to two audiences, with options to purchase additional audiences as needed.
- **Continuous updates:** Data refreshes on a monthly cadence, so your HubSpot records stay current.
- **Fast implementation:** Most clients are up and running within a few weeks.
- **Ongoing support:** Definitive Healthcare manages setup, configuration, and ongoing data delivery, so your team sees value faster.

HubSpot integration process

End-to-end support throughout your engagement



*Will be owned and performed by DH, unless otherwise specified by the customer

Ready to power HubSpot with healthcare intelligence?

[Request a demo](#) | [Contact us](#)

