

Buyer's guide

# Healthcare data & analytics for providers

A practical guide for provider organizations evaluating healthcare data vendors, from your first conversation to your first demo.

# Table of contents

## 03 Introduction

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## 04 The healthcare data landscape

---

## 07 Organizational challenges, data-driven solutions

07 National-level healthcare provider

07 National-level medical group

08 Acute care telemedicine provider

08 Independent regional hospital system

09 University-based health system

09 Multi-state health network

10 Pediatric healthcare system

---

## 11 Finding the ideal data and analytics partner

---

## 15 What good data looks like

---

## 18 Making the internal case for data and analytics investment

---

## 19 Final thoughts: “Good” isn’t good enough when it comes to patient care

# Introduction

In today's provider market,  
reliable data is no longer optional

The provider market is more complex and competitive than ever—and it's only intensifying on both fronts.

As medical science, technological capability, and patient preferences evolve, provider organizations face both new and familiar hurdles:

- Maintaining network integrity in an environment where patients have a growing number of options for care across a variety of sites
- Identifying expansion opportunities with enough confidence—and time—to act on them
- Understanding service line performance and prioritizing growth among those with the highest ROI
- Building and keeping a team of top performers and in-demand specialists
- Tracking competitors' performance and honing key advantages

To succeed in this environment, healthcare organizations need to acquire, integrate, and effectively leverage the right data. Insights derived from a variety of real-world data offer a critical competitive advantage in the form of clarity—into markets, consumers, competitors, and other organizations and entities.

Data acquisition, systems integration, and database upkeep all require more time, resources, and technical expertise than most healthcare organizations have to spare. Typically, working with a third-party data vendor is the most cost- and resource-efficient way to source, integrate, and maintain up-to-date intelligence.

The ideal data partner not only provides you with the insights necessary to navigate the healthcare market, but also shares the analytical tools and expertise to find opportunities, build effective strategies, and operate more effectively within it.

## How to use this guide

This buyer's guide is built for strategy and growth leaders, clinical operations and service line directors, marketing and physician outreach teams, and chief information and technology officers at healthcare organizations who are evaluating or re-evaluating their data and analytics vendor relationships. It covers the data landscape, real-world cases of data-driven solutions, steps to prepare for the buying process, what good data looks like (and red flags to watch out for), and how to build the internal case for data investment.

# The healthcare data landscape

Not all healthcare data is the same—and not all of it is relevant to your team. Here's what you should know before evaluating vendors.

The business and practice of healthcare produces vast amounts of data, the volume of which is only increasing as efforts toward data-driven interoperability, transparency, and efficiency grow. As a result, provider organizations can understand the healthcare landscape at a greater resolution than ever before—but they also face the risk of drowning in data that isn't relevant or failing to best leverage the data available to them.

Here are the four primary categories of healthcare data and how to use them.

### 1 Reference & affiliation data

Data on healthcare organizations (HCOs)—including hospitals, health systems, ancillary facilities, IDNs, and GPOs—and healthcare professionals (HCPs), such as physicians and allied health providers, along with how they are connected across the healthcare ecosystem. Includes executive contacts, financial, clinical and quality metrics, locations, organizational hierarchy, and more.

**What this data can answer:** Who are the key decision makers within an account? How are providers connected across referral networks and health systems? Where are key centers of excellence or specialized care located? Where does influence sit in the care delivery process? Especially relevant in complex, multi-stakeholder sales environments.

2

## Medical & prescription claims data

Captures healthcare utilization at the patient level, including diagnoses, procedures, prescriptions, and costs. This data provides a detailed view of patient care journeys, treatment patterns, and the real-world use of drugs and devices, forming the foundation for most commercial analytics.

**What this data can answer:** Which patients, procedures, and service lines are driving business? Where do patients enter or exit our system, and where do they go? Which specialists drive the highest procedure volume, and where are opportunities to expand service lines, reduce patient leakage, or drive referrals?

3

## KOL & expert intelligence

Intelligence on key opinion leaders (KOLs) and other medical and scientific experts, including affiliations, publication history, speaking activity, industry relationships, social media presence, clinical behavior, and more. Critical to understanding who shapes clinical opinion and influences peers.

**What this data can answer:** Who shapes clinical practice in this market or therapy area? Which physicians are influencing treatments and building strong peer networks? Who is leading research and clinical trials in my network—or among my competitors?

4

## Consumer data

De-identified information on healthcare consumers, from demographics and geography to health interests and social determinants of health (SDOH). Valuable for identifying care needs and activating in-market consumer and healthcare provider audiences for digital advertising.

**What this data can answer:** Who falls within my ideal patient base? Where are there opportunities for targeted outreach and population health management, and how can we engage these patient populations through the right channels? Which characteristics predict higher engagement with my campaigns?

# Organizational challenges, data-driven solutions

## Understand the real-world use cases for comprehensive data and analytics.

Every healthcare organization has unique goals, resources, and limitations to consider as they perform the critical work of providing care. But regardless of their specialty, target demographic, or organizational structure, many providers face similar challenges:

- Attracting patients and reducing network leakage
- Understanding competitors
- Evaluating and growing service lines
- Optimizing referrals for profitable growth
- Understanding trends in care site utilization
- Recruitment and retention

Below, we've outlined some more specific, real-world examples of these challenges and how data and analytics can help address them.

Use the guide on the right to navigate directly to a case study.



National-level healthcare provider  
**Optimizing referrals for profitable growth**



National-level medical group  
**Driving value-based care reimbursement**



Acute care telemedicine provider  
**Understanding trends in care site utilization**



Independent regional hospital system  
**Evaluating and growing service lines**



University-based health system  
**Attracting patients and reducing network leakage**



Multi-state health network  
**Attracting patients / growing service lines**



Pediatric healthcare system  
**Understanding care site trends / understanding competitors**



### National-level healthcare provider

## Optimizing referrals for profitable growth

**Challenge:** A healthcare provider with inpatient and outpatient centers across the country entered a major growth and expansion phase, and needed a deep understanding of key providers, physicians, patients, and payors within its territories to generate new referral streams.

**Solution:** Using Definitive Healthcare's claims, affiliations, and M&A data—as well as custom reports from our professional services team—the provider's marketing and business development teams conducted analyses into growth, referral, and patient retention opportunities.

**Impact:** Within six weeks, the team generated multiple referrals from a net new account that had not been on its radar prior to the analysis, yielding a steady revenue stream and saving time on research efforts.

### National-level medical group

## Driving value-based care reimbursement

**Challenge:** A leading medical group employing 25,000 clinicians and caring for 30 million patients annually needed help identifying the most lucrative growth opportunities in markets across the country and spanning the patient journey. With the goal of aligning services around value-based care, the organization wanted to better understand the challenges of its current clients as well as its prospects.

**Solution:** Using Definitive Healthcare's data on clinical metrics, quality metrics, and HCAHPS scores, the organization identified and prioritized opportunities for its solutions among clients and prospects. This enabled it to identify potential issues among its provider partners and reach out with a data-backed understanding of how its solutions could make a difference.

**Impact:** The healthcare organization gained ROI through significant weekly savings of time otherwise spent looking for data and attempting to analyze metrics.







## Acute care telemedicine provider

### Understanding trends in care site utilization

**Challenge:** The commercial teams at an acute care telemedicine provider struggled to gain visibility into their market and build a pipeline of qualified leads for their field reps. They needed a cost-efficient, time-effective way to build intelligence on prospective care sites, including contact information, network affiliations, ICU bed count, and more, as their traditional efforts took up to 30 minutes per lead.

**Solution:** Leveraging Definitive Healthcare's hospital claims data, quality metrics, and technology install data—all seamlessly integrated into their CRM via our Data Integration services—the teams gained on-demand insights into the acute care market, key care sites, and outreach strategies. This enabled them to more rapidly identify qualified leads, streamline marketing campaigns, and improve the reliability of their CRM.

**Impact:** The telemedicine provider accelerated its speed to insight acquisition six-fold, bringing intelligence gathering on qualified leads down from 30 minutes to just 5 minutes per lead. Using Definitive Healthcare data, it was also able to uncover 400 additional hospital prospects that had not been on its radar.

## Independent regional hospital system

### Evaluating and growing service lines

**Challenge:** An independent hospital system serving the regional area of a major U.S. city sought to expand its maxed-out fleet of DaVinci robots for gynecological procedures. To understand partnership opportunities that could potentially support this expansion, the system's business development team needed clarity into the clinical activity and scope of services performed by local OB/GYNs.

**Solution:** Analyzing all-payor claims data from Definitive Healthcare, the women's health business development team was able to filter for and identify OB/GYNs in the community that used DaVinci robots as part of its patient procedures. The insights allowed the team to validate its market share and position among competitors for robotic surgery volume and more effectively segment and target relevant providers.

**Impact:** The team gained a fuller picture of local OB/GYN robotic surgery activity and determined associated providers' potential for expanding their fleet and procedure availability. It also confirmed that its minimally invasive gynecologic surgery program was ready to expand, enabling the health system to strategically grow to meet community demand.







### University-based health system

## Attracting patients and reducing network leakage

**Challenge:** A university-based health system wanted to personalize engagement with patients to increase hip, knee, and total joint replacements among consumers within its primary service area. Its marketing operations and analytics teams needed to understand specific patient journeys to tailor messaging and channel selection.

**Solution:** The teams used health attribute data from Definitive Healthcare to identify consumers with a clinical interest in a specific health condition or behavior. Using multiple data sources, the campaign was highly targeted, personalized, and delivered through a variety of channels based on data-backed relevancy.

**Impact:** Supported by clinical interest and social determinants of health data, the team's personalized approach to engagement delivered a 12.6-times revenue ROI and a sixfold marginal ROI.

### Multi-state health network

## Attracting patients / growing service lines

**Challenge:** A multi-state integrated delivery network (IDN) with dozens of hospitals and more than 100 outpatient facilities wanted to expand its marketing campaigns to drive patients to its orthopedic service line. Previous appointment booking campaigns relying on search engine marketing, direct mail, and social media had failed to meet service line targets.

**Solution:** The IDN's marketing and orthopedic service line teams partnered with Definitive Healthcare's marketing campaign services team to strategize and expand its efforts. They reviewed existing media channels and advised how to incorporate additional data elements to better segment consumers.

**Impact:** The IDN surpassed its goal of 650 new orthopedic appointments by more than 35%. In addition, more than 40% of the patients that made an appointment were new to the service line.





## Pediatric healthcare system

### Understanding care site trends / understanding competitors

**Challenge:** A pediatric healthcare system sought to invest in its inpatient and outpatient services in a key regional market. It needed greater visibility into its total addressable market and to calculate market share for inpatient and outpatient services.

**Solution:** The system's business development team partnered with Definitive Healthcare to conduct a market analysis using all-payor claims data, examining facilities and physicians treating the top ICD-10 codes for pediatric patients.

**Impact:** Through its analysis, the team uncovered 60,000 diagnosis codes across 890,000 patients in the system's target region and age demographic. This gave the team crucial insight into its market, competitors, and the needs of the community.

While the organizations and challenges listed above represent a variety of specialties, business models, and scales, they all involve a series of similar questions:

- Why are we losing patients, and where are they going?
- Who are our chief competitors, and how are they performing?
- How are our service lines doing? How can we help them grow?
- Which referral relationships provide the most value?
- How are our care sites being utilized?
- Who should we prioritize for recruitment and retention?

Without the right data, the answers to these questions aren't easy to pin down. But attempting to operate a healthcare organization with so many unknown variables is a recipe for failure. Fast, confident, and informed decision-making is simply mandatory in today's healthcare market.

A trusted data and analytics partner provides clarity into the complexities of modern healthcare. With reliable, comprehensive data and analytics, provider teams can understand the market, find and prioritize opportunities, and act on them quickly and confidently.

# Finding the ideal data and analytics partner

Define and cultivate a process to derive value from a data and analytics investment.

Choosing the right data and analytics solution starts with establishing a process that ensures an investment in data and analytics will deliver maximum value.

## Assess your readiness

What needs to change for your organization to get the most value from a data and analytics solution? Sure, the right solution for your organization will provide market and competitor data. And while an ideal partner should contribute some level of consultative expertise, there's no substitute for internal know-how.

### Consider these questions:

- 1. Does your organization have a clinical or operational strategy in place that is powered by data and analytics?** For instance, determine whether data informs service line planning, referral strategy, or physician recruitment. Data and analytics will support these functions, but organizational habits can make or break them.
- 2. Do your marketing efforts leverage data and analytics to drive engagement, create targeted campaigns, and support acquisition/retention?** This is a critical piece to defining campaign segmentation, augmenting marketing contact databases, performing a competitive analysis, and more.
- 3. Does your executive leadership rely on healthcare data to make strategic business decisions?** For example, identify which insights will help them define their total addressable market, inform strategic development, and shape M&A planning and execution.

## BE THE DATA CHAMPION

If you're reading this guide, there's a strong possibility that you're the internal champion for data and analytics at your organization. In this case, you're probably aware that becoming a data-driven organization is not a goal achieved solely through the acquisition of data and analytics. You'll help your organization document requirements and build evaluation criteria, but you'll also need to take leadership in championing a cultural evolution in your organization toward data-driven decision making.

# Commit to being a data-driven organization

To build consensus for becoming a data-driven organization, involve executive stakeholders from your strategic planning, business development, and marketing teams early and often in your evaluation process. Ask these leaders to expect resistance to change and support you in managing that uncertainty. There’s a big difference between investing in data and becoming data-driven—be sure your organization doesn’t just talk the talk but walks the walk.

# Assemble a data and analytics selection team

While the specific representatives on this selection team will vary, some key constituencies for representation are executives from the strategic planning, business development, marketing, analytics, and information technology organizations.

The size of this team will vary based on your organizational culture but aim for between six and 10. That size is manageable and should ensure that a broad group of stakeholders stay informed as information is shared from this core team.

Here’s why these key constituencies are so important:

|                          |                                                                                                                                                                                       |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Strategic planning       | They need a comprehensive view of the healthcare landscape to identify growth opportunities, assess market dynamics, and guide long-term decision-making.                             |
| Business development     | They need actionable insights to understand market demand, identify high-value opportunities, and build relationships with the right organizations and decision makers.               |
| Clinical / service lines | They need decision-making clarity into referral patterns, operational and performance insights like procedure volumes and quality metrics, patient populations, and care site trends. |
| Marketing                | They need to develop positioning to cultivate interest in key target segments using messaging and content that addresses the needs of potential patients and/or recruitment targets.  |
| Analytics                | They need a vendor that helps to define the connections between physicians and institutions, using a data and analytics platform to supplement their own in-house data.               |
| Information technology   | They need a solution that integrates seamlessly, securely, and compliantly with existing EHRs, CRMs, and internal data systems.                                                       |

*TIP: You might be tempted to include a group of like-minded champions but be sure to involve the naysayers as well. You will never get their buy-in otherwise.*

## Identify internal opportunities for progress

Before you begin evaluating a data vendor, you need to assess the areas within your organization that are best suited to benefit from a data and analytics solution. Start with the low-hanging fruit—the opportunities that are most likely to generate the fastest and most impactful return on investments for your organization—then build out your list in order from most to least attainable.

These are some examples of opportunities our clients commonly identify:

### Reliance on “data cuts” or consulting engagements

Some healthcare provider organizations rely on expensive consultant analyses or single point-in-time data cuts that are not regularly updated to reflect the changing healthcare landscape.

Without the right data, many healthcare organizations have limited insight into service line offerings, revenue streams, patient origination, and potential referral sources.

Data and analytics should be incorporated into the most fundamental decisions around:

- strategic planning
- revenue growth
- acquisitions
- retaining and expanding market share
- improving clinical outcomes
- streamlining operations across multiple departments and service lines

That’s not the work of a single data cut or consulting project; it’s the work of a continuously refreshed data and analytics solution integrated into every relevant workflow within your organization.

### Lack of visibility into potential growth opportunities

Without the right data, many healthcare organizations have limited insight into service line offerings, revenue streams, patient origination, and potential referral sources. The inability to trace patient origination and understand the patient populations of key competitors makes uncovering opportunities for growth difficult. The right data and analytics can provide clarity into expansion opportunities, increase patient volumes through referral optimization, and guide merger and acquisition strategies.





## Define data requirements with critical questions

Without a roadmap for data and analytics usage within your organization, you'll expect the most from your data and it just won't deliver. Here are some of the key questions our healthcare provider customers ask to inform your requirements for a data and analytics solution:

### **Why are we losing patients, and where are they going?**

All-payor claims and referral data provide visibility into the root causes of network leakage, enabling you to develop engagement and service line strategies that address outmigration from the bottom up. They can also offer insights into where patients go after leaving your network.

### **Who are our chief competitors, and how are they performing?**

Diagnosis and procedure claims, along with reference and affiliations data, help you evaluate the clinical, financial, and quality performance of key competitors. This allows you to evaluate competitors' strengths and weaknesses across networks, affiliations, and service lines.

### **How are our service lines doing?**

#### **How can we help them grow?**

All-payor claims data combined with consumer and market insights make it easier to evaluate market demand, size opportunities, and inform M&A or divestment strategies related to your service lines. Real-world, continuously updated data enables ongoing service line evaluation and guides expansion and rationalization decisions.

### **Which referral relationships provide the most value?**

Patient origination, population demographics, and diagnosis, procedure, and prescription claims data all help you to identify and strengthen optimal referral relationships. This supports long-term patient volume and revenue growth.

### **How are our care sites being utilized?**

Diagnosis and procedure claims offer clarity into trends across care sites, allowing you to quickly react to shifts in care from inpatient to outpatient settings.

### **Who should we prioritize for recruitment and retention?**

Reference and affiliations data, executive contacts, and KOL data provide comprehensive intelligence that you can use to expand your HCP talent pool, engage and retain top performers, and find the right healthcare executives for leadership roles.



# What good data looks like

Get to know the green and red flags for data you can count on.

Every vendor will claim their data is comprehensive, accurate, and current, but it pays to pressure-test those claims before signing anything. The first filter is quality, which typically comes down to three key dimensions across use cases, vendors, and internal stakeholders: coverage, depth, and recency.

## Data coverage, depth, and recency

**Coverage.** Coverage refers to how much of the market or care continuum the dataset captures. This might include the percentage of government or commercial payor activity in claims data, or the range of facilities and providers tracked. Broader coverage allows for more complete analysis and a better understanding of market trends.

**Depth.** Depth reflects the level of detail in the dataset. Can you see individual prescribers and proceduralists, or only practice- or facility-level aggregates? Greater depth means richer insights that support more precise, actionable analysis.

**Recency.** Recency is about lag: how current the data is, and how frequently it is refreshed? More up-to-date data supports more timely decision-making and responsiveness to market changes.

## Data transparency

Coverage, depth, and recency are only meaningful if the vendor clearly communicates what's in the dataset. Transparency helps users understand true data quality and any potential limitations. It's also an opportunity to provide context around accuracy—distinguishing actual data from estimates or projections—so users can interpret the dataset appropriately.

## Compliance and privacy

Healthcare data carries compliance obligations, and these become important when activating audiences for digital advertising. Any patient-level data must be de-identified per HIPAA's Safe Harbor or Expert Determination standards. Before engaging any vendor, confirm their de-identification methodology, request third-party audit documentation, and ensure their data use agreements have been reviewed by your legal team.



# What to watch out for

When evaluating a potential data vendor, be on the lookout for any of the examples below.

If a vendor demonstrates any of the following behaviors, you may want to reconsider!

|                                            |                                                                                                                                                                                                                                                                                                    |
|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Vague coverage claims</b>               | Vendors who say “comprehensive” without clear, specific proof points may be hiding gaps relevant to your organization.                                                                                                                                                                             |
| <b>No data transparency</b>                | If a vendor can’t explain how their data is sourced across public sources, primary research, claims, or third-party inputs, treat that as a potential quality risk. Transparency into sourcing and methodology is necessary to understand what you’re buying.                                      |
| <b>Infrequent data refresh</b>             | For commercial, clinical, or operational applications, data that isn’t refreshed on a regular cadence can quickly lose relevance. Many use cases depend on having data updated regularly enough to reflect meaningful market shifts.                                                               |
| <b>Lack of primary research validation</b> | Data that isn’t actively validated through primary research can quickly drift out of date, especially when it comes to contact details, provider affiliations, and care site structures. Without regular verification, even well-sourced data can lose accuracy over time.                         |
| <b>Unclear HIPAA compliance</b>            | Any vendor unable to articulate their de-identification methodology should be disqualified, especially for patient audience activation use cases where compliance exposure is high.                                                                                                                |
| <b>Reliance on one-time data cuts</b>      | Vendors that primarily deliver one-time data cuts can leave teams working with snapshots that quickly lose relevance and require additional effort to clean or integrate. Continuously refreshed data with embedded analytics can accelerate insights and support more timely, informed decisions. |
| <b>Resistance to a demo</b>                | Credible data vendors welcome proof-of-value engagements before full commitment. Resistance to a demo is a meaningful signal that real-world performance may not match the sales narrative.                                                                                                        |

# Download the demo checklist

Every smart SaaS purchase demands a demo. Your best practice is to know what's important for your organization and ask to see the most important functionality that addresses these needs from each vendor you evaluate.

We've included a demo checklist template you can download [here](#), which you can use as a foundation or your own checklist. Identify the requirements most important to your organization and then customize the template to build your demo checklist. Be sure to remove anything that isn't important for your organization and add in any missing requirements. Fill out one checklist for each vendor demo so you can compare vendors objectively during final vendor selection.



[Download the full vendor evaluation checklist](#) to compare providers side by side. The sample below offers a preview of what's included.

**Vendor name:** \_\_\_\_\_

## Data update frequency and accuracy

Each vendor will have a variety of data sources — some proprietary and some via partnerships. Is this vendor's approach to timeliness, recency and accuracy for their data assets as robust as you need it to be?

YES

☐

NO

☐

COMMENTS

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## Data visualization and dashboard capabilities

Working with large quantities of data can be overwhelming. Does the vendor provide the option to use easy-to-understand visualization or analytics dashboards to convey insights clearly and facilitate the sharing of insights? Take the opportunity to pressure-test various scenarios during demos.

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# Making the internal case for data and analytics investment

Securing budget requires more than a good demo.

If you're already your organization's internal data champion, it's unlikely you'll need to be sold on the value of good data and analytics. However, key stakeholders across a variety of functions may need to be swayed. Here's how to improve alignment and communicate ROI with the most common stakeholders.

| Stakeholder                              | What they care about                                                                               | How to frame the case                                                                                                                                                                     |
|------------------------------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Strategic planning</b>                | Where to grow, competitive positioning, risk-adjusted investment                                   | Tie the solution to market visibility and opportunity sizing, showing how it reduces uncertainty around growth and expansion decisions. Emphasize predictive, forward-looking insights.   |
| <b>Business development</b>              | Physician alignment/partnerships, referral growth and network expansion                            | Highlight referral pattern visibility and network mapping. Show how data identifies high-value physicians or partners. Demonstrate analytics impact on pipeline generation.               |
| <b>Clinical/ service line leadership</b> | Patient outcomes, quality of care, operational efficiency, program growth                          | Connect data to actionable clinical and operational decisions. Show visibility into patient populations and referral drivers. Emphasize ease of use and relevance to patient care.        |
| <b>Marketing</b>                         | Patient acquisition/retention, campaign performance and ROI, physician outreach, brand positioning | Demonstrate how data improves audience segmentation and targeting, highlighting the ability to align marketing with referral strategies. Tie insights to measurable campaign performance. |
| <b>Analytics</b>                         | Data quality and governance, reducing manual work and fragmentation                                | Be transparent about data sources, methodology, and limitations. Show how a solution complements and integrates with existing data, emphasizing efficiency.                               |
| <b>Information technology</b>            | Security, compliance, risk, integration/interoperability, scalability                              | Address integration upfront. Highlight security standards and compliance. Set realistic expectations around implementation workload.                                                      |

# Final thoughts: “Good” isn’t good enough when it comes to patient care

Forward-thinking healthcare provider organizations leverage great data and analytics.

Top-performing healthcare providers take data and analytics seriously. They use insights from referral patterns, affiliations, patient journeys, competitors, and additional information to gain clarity into a complex healthcare landscape and inform smart growth strategies that can improve patient access and outcomes.

The right data and analytics partner can give you full healthcare market visibility to guide decision-making, understand competitors, decrease network leakage, evaluate mergers and acquisitions, expand or rationalize service lines, and recruit and retain physicians and executives.

As you’re carrying out your vendor evaluation, make sure you understand how they’re sourcing their data, how it’s connected, and what it means for key workflows and outcomes across your organization.

## Data depth that powers real growth

|                                                                                                                                                                                      |                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Leading reference and affiliation</b><br><b>3.5M+</b> HCPs<br><b>1.5M+</b> executives<br><b>300K+</b> organizations<br><b>8M+</b> affiliations<br><b>1.3M+</b> tech installations | <b>Robust claims data</b><br><b>23B+</b> Mx claims<br><b>42B+</b> Rx claims<br><b>330M</b> unique patients<br><b>10+</b> years of data          |
| <b>Deep KOL data</b><br><b>16M+</b> global KOL and expert profiles<br><b>1M+</b> clinical trials<br><b>7M+</b> presentations<br><b>34M+</b> publications                             | <b>Rich consumer data</b><br><b>225M+</b> consumer profiles<br><b>Defined consumer segments</b><br><b>Spending profiles</b><br><b>SDOH data</b> |

# Take the next step

Definitive Healthcare is a data and analytics company focused on the business side of healthcare. The healthcare market is complex — our data makes it clearer. We cut through the noise to deliver the insights you need to make smarter, faster, more strategic decisions. Because when you succeed, healthcare gets better for everyone.

[Book a demo today →](#)



**Definitive Healthcare**