

Buyer's guide

Healthcare data for life sciences

A practical guide to choosing
the right data vendor

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Why data decisions are commercial decisions

The pressure on life sciences companies today has never been greater. Patent cliffs are fast approaching. Pipelines are crowded. Access hurdles are rising. And the healthcare networks that drugs and devices must operate within, from health systems and payors to prescribers and purchasing committees, grow more complex every year.

In this environment, what separates a therapy or device that gains traction from one that flounders isn't the science or technology alone. It's how well the team behind it understands the market—and how quickly it can act on what it learns. That means having a clear picture of the landscape before launch and keeping a pulse on it long after.

But the healthcare data market is as crowded as the industries it serves. Claims data, provider intelligence, and market analytics abound. True value comes from converting that data into decisions you can stake your strategy on. And speed matters: The sooner you can make sense of the story the data tells, the sooner you can put it to work.

The right data partner helps you not just see the landscape clearly but move through it decisively: to spot emerging opportunities, to course-correct before issues compound, and to connect the dots across a landscape that rarely makes connecting them easy. This guide is designed to help you do that.

How to use this guide

This buyer's guide is built for commercial leaders, market access managers, medical affairs teams, marketing directors, and launch teams at life science companies who are evaluating or re-evaluating their data and analytics vendor relationships. It covers the data landscape, key use cases by function, what good data looks like, red flags to watch 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's relevant to your team. Here's how to orient yourself before evaluating vendors.

Healthcare data has exploded in volume and selection over the past decade. For life science companies, this is both an opportunity and a challenge. The opportunity: richer signals about the healthcare market than ever before. The challenge: understanding what types of data to prioritize and what questions each can answer. Healthcare data generally falls into four broad categories:

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 providers, along with how they are connected across the healthcare ecosystem. Includes executive contacts, financials, 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 providers are diagnosing and treating these patients? Where do they switch, drop off, or progress, and how is therapy utilization shifting over time? Which surgeons drive the highest procedure volume, and where are opportunities to expand adoption or shift share?

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 influences clinical opinion in this space, both established experts and rising stars? Which KOLs are affiliated with or promoting competing therapies or devices? Who is leading research and clinical trials in this space?

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 and activating in-market consumer and healthcare provider audiences for digital advertising.

What this data can answer: Who is the right audience for my product? Which physicians are treating my target patient segments, and how can we engage them through the right channels? Which characteristics predict higher engagement with my campaigns?



Data needs shift across the product lifecycle

One of the most common mistakes life science companies make is purchasing data designed for one phase and trying to stretch it across the entire lifecycle. Your data strategy should evolve as your product does.

Product lifecycle and data priorities by stage				
Clinical development	Pre-launch	Launch	Growth	Maturity
Research & planning	Market sizing & landscaping	Targeting & execution	Share of voice & expansion	Retention & defense
Size potential markets and understand the patient journey.	Understand disease or procedure burden, map the competitive landscape, and define the target clinician universe.	Prioritize high-value HCPs, monitor early uptake, track coverage wins, and refine territory deployment.	Analyze market share by segment, identify untapped accounts, optimize promotional mix, and track competitive response.	Monitor treatment persistence, identify switching patterns, support patient services programs, protect key accounts, and anticipate competitive threats.

Common data gaps that drive vendor decisions

Most life science teams don't start from scratch; they're usually filling specific holes. The most frequent gaps we hear from biopharma and medical device companies include insufficient prescriber-level granularity in their current data, inability to link patient journeys across care settings, poor visibility into ancillary healthcare facilities (e.g., surgery centers, imaging centers, clinics), and limited ability to request special reporting. Knowing where these gaps exist makes it easier to evaluate whether a vendor can provide a more complete picture.

Key use cases by business function

For life science companies, the value of healthcare data comes from applying it to concrete questions and scenarios relevant to each business function. The best data partners map directly to the questions your teams are already asking. Some of the common questions biopharma and medtech teams ask include:

- Which hospitals, clinics, or providers treat the patient populations relevant to our therapy or device?
- Who are the decision makers, influencers, and referrers within key accounts or networks?
- How are patients moving through care pathways, and where do gaps or opportunities exist?
- What treatments or procedures are being used, and how does our product fit in the competitive landscape?
- Which providers or patient groups are most likely to adopt a new therapy or technology?

By framing the conversation around practical applications, rather than data sources alone, teams can focus on how data can directly inform decisions across complex commercial and clinical processes.

Here's how the right data drives value across business functions:

R&D and medical affairs

Research and development (R&D) and medical affairs teams are focused on understanding and communicating the science, including the people shaping it. That means knowing which KOLs are influencing clinical practice.

KOL identification & prioritization

Identify the experts shaping clinical opinion through congress presentations, social media, and peer networks, prioritized by influence level and relevance to your therapeutic area or device category.

Publication & influence mapping

Track physician publication activity, clinical trial participation, and speaking history to support medical affairs engagement planning, advisory board composition, and conference strategy.

Competitive pipeline & product tracking

Monitor competitor clinical programs and commercial activity to anticipate market shifts before they happen and find out which experts are already collaborating with competitors.

Clinical trial site identification

Use claims data with affiliation context to identify sites with the right patient populations and investigators with relevant experience, accelerating feasibility for both pharma trials and device studies.

DEFINITIVE HEALTHCARE STRENGTH

The combination of publication history, clinical trial participation, and real-world prescribing and procedure data gives teams a uniquely comprehensive view of KOL influence, from thought leadership all the way to actual clinical behavior.



Launch planning

Launch is where strategy meets execution, and where timing matters. Teams need a clear view of the market before day one and the ability to adjust quickly once a product is on the market. Data helps define where to focus early and how to respond as uptake evolves.

Market sizing & opportunity assessment

Quantify the addressable patient population or procedure universe, estimate peak share potential, and define the clinician target list before your commercial infrastructure is in place.

Early adopter identification

Use clinical behavior data to find the prescribers or proceduralists most likely to adopt a new therapy or device early, prioritizing them for your initial commercial investment and clinical education efforts.

Competitive treatment & device landscape

Map existing therapies or devices, their utilization rates, and patient or procedure population overlap to position your product and develop differentiated messaging before launch day.

Pre-launch digital audience activation

Build and warm HCP audiences before launch so your digital advertising fires on day one, creating awareness among the clinicians who matter most before your field team is fully deployed.

Launch performance monitoring

Track early uptake by clinicians and accounts against your targets in the first weeks and months post-launch, enabling rapid course correction.



DEFINITIVE HEALTHCARE STRENGTH

Launch teams cite the ability to link HCP-level prescribing or procedure data to account-level intelligence—health system affiliations, IDN relationships, referral networks—as a capability that accelerates pre-launch planning.



Commercial & sales

Commercial teams turn opportunities into adoption, but to do it, they need to know which organizations, accounts, and people matter most—and how decisions are made across complex provider networks. Data brings structure to that complexity, so teams can prioritize efforts where they'll have the most impact.

HCP targeting & prioritization

Identify the highest-value healthcare providers within each geography, ranked by volume, specialty, and propensity to adopt.

Account prioritization

Rank hospitals, IDNs, and specialty practices by diagnosis or procedure volume and whitespace opportunity to focus your field team where it matters most.

Territory design & sales force sizing

Use data-driven models to right-size field teams and design territories based on actual market potential, not legacy geography or historical rep assignment.

Referral & influence mapping

Understand who is referring patients or cases to whom, as well as who the true decision makers are within a health system or practice network.

New account identification

Surface accounts that match the profile of your best existing customers but haven't been targeted yet, expanding your addressable universe.

Competitive market share analysis

Track your product's share against competitors, broken down by clinician, account, and geography.

DEFINITIVE HEALTHCARE STRENGTH

Granular affiliation data—linking providers to health systems, practice groups, and referral or purchasing networks—gives commercial teams a complete picture of who influences decisions, not just who performs the procedure or writes the script.



Marketing & brand

Marketing helps build a brand that providers and patients trust, while making sure the right people hear the right message at the right time. In healthcare, that means understanding both provider behavior and patient pathways. Data helps make targeting more precise and connects marketing activity to real results.

HCP targeting

Identify prescribers or proceduralists treating your patient population and reach them with targeted messaging. Connect with high-decile clinicians before your rep does, reinforce messaging between calls, and engage the long tail of relevant HCPs your field team can't reach at scale.

Healthcare provider segmentation

Build precise provider segments based on clinical behavior, patient mix, and adoption patterns to personalize outreach at scale, from field rep messaging to digital advertising campaigns.

Patient journey & treatment pathway analysis

Trace how patients move from diagnosis to treatment, including time to diagnosis, therapy or procedure sequencing, and switching behavior, to find messaging and intervention opportunities.

DEFINITIVE HEALTHCARE STRENGTH

Healthcare audiences are built from real clinical activity—not inferred behavior—using de-identified consumer, reference & affiliation, and claims data. This approach gives the most accurate, privacy-safe view of healthcare professionals and patient groups.



Promotional effectiveness measurement

Connect marketing touchpoints to prescribing or procedure behavior to understand which channels and messages are driving clinical change.

Consumer & patient advertising

Identify in-market patient audiences using health interests and SDOH data, then activate campaigns at the moment they're most likely to seek care or ask about your product.

Strategy & performance

Strategy teams are responsible for setting the direction for the company, guiding long-term growth, investments, and resource allocation across the organization. To do this, they need a clear picture of the market to inform decisions.

Cross-functional collaboration

Align commercial, medical, and market access teams around shared metrics and insights. Use integrated data to highlight impact across patient care, market penetration, and revenue performance, ensuring leadership and investors see the full picture.

Competitive share monitoring

Track real-world competitive performance at the provider or facility level, understanding not just where you're winning but where competitors are gaining ground and why.

Benchmarking & opportunity analysis

Compare your product's performance against market potential, historical trends, and internal goals. Quantify whitespace opportunities and areas for growth to guide resource allocation, sales strategy, and investments.

Investor & leadership readiness

Package performance data into clear insights for executives, boards, or investors. Demonstrate traction in the market, early ROI on launches, and execution to support decision making.

What good data actually looks like

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

Questions to ask about data quality

- What percentage of commercial prescription or procedure volume do you capture?
- How do you handle cash-pay, specialty pharmacy, or ASC channels?
- What is the average lag between a clinical event and its appearance in your platform?
- How do you validate HCP attribution accuracy and handle multi-site clinicians?
- How do you identify and remove duplicate records across sources?

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!

Vague coverage claims	Vendors who say “comprehensive” without specific capture rates by payor type or geography are often hiding gaps that may be relevant to your therapeutic area or device category.
No data transparency	If a vendor can't explain how its 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.
Infrequent data refresh	For commercial 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.
Lack of primary research validation	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.
Unclear HIPAA compliance	Any vendor unable to articulate its de-identification methodology should be disqualified, especially for patient audience activation use cases where compliance exposure is high.
Reliance on one-time data cuts	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.
Resistance to a demo	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.

How to evaluate a data & analytics vendor

Choosing the right vendor isn't just about features. It's about whether the data will actually answer your team's questions and support decisions. The guidance below shows what to look for in a demo, what questions to ask before you buy, how to understand pricing, and what happens after purchase, so you can make an informed choice.

What a good demo looks like

A well-structured demo is the best protection against post-purchase regret. Aim for a defined scope, like one use case or business question, and an internal champion to help guide the session. Broad demos can be harder to evaluate, and success should be assessed collaboratively.

1

Define the question

Start with a specific business question or challenge the demo should explore.

2

Set success criteria

Discuss upfront with the vendor on what a successful demo looks like.

3

Bring context

Ground the demo in a real use case by bringing specific areas of interest.

4

Run the analysis

Work through your use case with an internal champion driving the engagement.

5

Evaluate honestly

Consider whether the demo addresses your needs, not just how much you like the vendor team.

TIP: Bring context to the demo with the codes you care about: ICD 10 for diagnoses, CPT for procedures, or HCPCS for supplies, specialty drugs, or durable medical equipment. Even without exact codes, having a clear sense of the patients or clinicians you want to focus on helps make the demo relevant to your specific needs.



10 questions to ask before you buy

What is your actual data coverage in my focus area?

Push for specific capture rates by payor type, specialty, and geography. Ask for documentation specific to your therapy area or device category.

How is your data sourced, and from where?

Understand the underlying supply chain. Single-source vendors carry higher concentration risk than those aggregating from multiple payor networks, pharmacy systems, and third-party and public sources.

Are reported volumes actual or projections?

Ask whether the dataset reflects real claims, prescriptions, or procedure records, or if it includes modeled estimates. If projections are used, request details on how they are calculated and their reliability.

How frequently is the data refreshed, and what is the typical lag?

Understand what drives the lag in their pipeline and whether it can be compressed for specific use cases.

Can you link patients across care settings?

This capability separates commodity data from genuine commercial intelligence. If they can't answer yes clearly and concisely, that tells you something important about the platform's architecture.

How do you handle HCP and facility attribution accuracy?

Clinician identity resolution is notoriously difficult. Ask about their NPI matching methodology, how they handle multi-location physicians and surgeons, and what quality control processes exist.

How does your platform integrate with our existing tools?

Ask specifically about CRM integrations (Salesforce, HubSpot), BI tool compatibility, mobile access, and API access for your data science team. Integration friction is often what kills post-purchase adoption.

Can you show us a comparable client case study?

Request a case study from a client in a similar therapeutic area, device category, or commercial situation. Ask for specifics about what challenge the vendor solved.

What does your HIPAA compliance documentation look like?

Request de-identification methodology and third-party audit certifications if you plan to activate audiences for HCP or consumer advertising.

Can you support custom projects?

Look for a vendor with a professional services team that can execute projects specific to your needs. They should be able to customize dashboards, provide clean data extracts for your warehouse, and deliver advanced analyses like longitudinal patient journeys or cohort-specific insights, if needed.

What you're actually paying for

Healthcare data contracts are rarely straightforward. Two vendors with similar-looking capabilities can differ significantly in how they price and package their offerings. Understanding what's driving costs can prevent surprises later.

What goes into pricing

Most vendors price across a combination of three components:

- Data access: The underlying datasets (claims, affiliations, consumer data, etc.)
- Platform access: User seats, dashboards, and analytics tools
- Services: Custom analysis, data extracts, onboarding, and support

What drives cost up

Costs tend to increase with broader data coverage, more frequent refreshes, deeper historical data, API access, and enterprise-wide deployments. Custom work and ongoing services can also materially affect total cost.

What to clarify and negotiate

Before signing, align on the details that often create friction later:

- Data export rights and any restrictions on downstream use
- API access and associated limits or fees
- Refresh cadence and whether faster updates cost extra
- Support model, onboarding, and access to professional services
- Contract terms, including auto-renewals and pricing escalators

A clear understanding of pricing structure ensures you're evaluating vendors on total value, not just headline cost.

What happens after you buy

Many teams buy powerful datasets that never fully translate into day-to-day decisions. Data creates value only when it's put to use effectively. Planning for adoption upfront ensures your investment translates into impact.

Define ownership early

Successful implementations have a clear internal owner responsible for adoption, whether that sits in commercial operations, analytics, or a specific business function. Without ownership, even strong tools go underutilized.

Start with a focused use case

Rather than trying to deploy everything at once, begin with a single, high-impact use case like HCP targeting or market sizing. Early wins build momentum and make broader adoption easier.

Plan for time to value

Understand how long it will take to move from access to insight. This includes onboarding, data integration, and internal training. Vendors that can shorten this timeline often deliver outsized value.

Enable the team, not just the platform

Training, documentation, and ongoing support matter as much as the data itself. Adoption depends on whether your team knows how to use the data in real workflows, not just whether it's available.

DEFINITIVE HEALTHCARE STRENGTH

Our structured onboarding, hands-on support, and focus on practical use cases help teams move from access to insight quickly, ensuring data isn't just available, it's actively driving decisions from day one.



Making the business case internally

Securing budget requires more than a good demo. You need to align stakeholders, speak the language of ROI, and handle objections before they become blockers.

Stakeholder	What they care about	How to frame the case
Commercial leadership	Revenue, launch performance, competitive position	Lead with use cases tied directly to sales productivity and market share. Quantify what an improvement in clinician targeting accuracy is worth at commercial scale.
Marketing	Audience quality, channel ROI, campaign measurement	Show how claims-based HCP and patient audiences outperform traditional digital targeting and how closed-loop measurement connects spend to clinical behavior change.
Market access	Coverage wins, payor relationships, reimbursement	Connect data to coverage outcomes. Show how payor intelligence supports formulary negotiations and helps anticipate access barriers before they affect field execution.
IT / data engineering	Integration complexity, security, technical lift	Lead with integration capabilities, API documentation, and security certifications. Demonstrate that the implementation burden is manageable without significant internal engineering resources.
Legal / compliance	HIPAA compliance, data use agreements, liability	Have compliance documentation ready early. The most common deal-killer at this stage is a vendor that can't produce clear de-identification methodology for patient or consumer-level data.
Finance	ROI, total cost of ownership, contract terms	Frame the investment against the cost of poor data decisions. A misallocated launch or missed access opportunity typically dwarfs the annual data spend many times over.

Framing return on investment

Data and analytics investments are rarely evaluated correctly because the value is often indirect. The most effective framing focuses on three categories of return that together usually exceed the cost of the investment.

Return type 1: Efficiency gains

Compressing analysis that currently takes months with consultants or internal resources. A good platform turns a market landscape from a 6-month project into a 4-week exercise, compounding across every planning cycle.

Return type 2: Better resource allocation

Directing sales, marketing, and market access spend toward the highest-value opportunities. Even a modest improvement in targeting precision compounds significantly at commercial scale over time.

Return type 3: Risk reduction

Avoiding costly decisions made on bad data: wrong territory designs, underpowered launch plans, misjudged competitive threats, or access strategies built on incomplete intelligence.

ROI in data is ultimately measured in the quality of decisions it enables. Better data leads to better decisions, and better decisions drive better ROI.

Common objections and how to handle them



Objection

"We already have data from another vendor."



Response

Acknowledge the relationship, then ask whether that data is answering the specific questions your team is struggling with. Most objections of this type dissolve when you demonstrate a specific capability gap that the incumbent doesn't fill.



Objection

"The budget isn't there this cycle."



Response

Reframe around the cost of inaction – specifically, what decisions are being made right now with insufficient data. If you can point to a recent commercial example where better data would have changed an outcome, this objection usually softens considerably.



Objection

"We don't have the bandwidth to implement this."



Response

Propose phased onboarding, clarify the vendor's customer success model, and identify a realistic internal owner. Most commercial teams find that a scoped initial use case, targeting or market sizing, for example, requires far less internal lift than they expected.

Final thoughts: what separates good from great

At a glance, most healthcare data vendors can look similar. The difference only becomes clear when you look beneath the surface at how the data is sourced, how it's connected, and how well it holds up under real-world use.

The best vendors don't just deliver data. They deliver clarity: a reliable, trustworthy view of the market that teams can act on. They make it easier to turn data into insights and insights into decisions, without requiring layers of interpretation or workarounds.

A structured evaluation ensures you're not buying based on claims, but on capability. It forces the right questions early. If you don't ask these questions, you're just buying a story. If you do, you're investing in data you can actually trust.



The Definitive choice for life sciences

“Every BrainsWay customer knows they’re going to get post-sale support powered by Definitive Healthcare data. It’s embedded into our workflows and even our marketing materials. I don’t know what we would do without it.” —**Zach Leber, Director of Analytics, BrainsWay**



“We began with a strong hypothesis about where our technology could drive efficiency and revenue impact. Definitive Healthcare’s data helped us validate that with confidence.”
—**Ramya Singh, Chief Commercial Officer, UltraSight**



Data depth that powers real growth

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

Download the demo checklist

A good demo starts before the meeting. Knowing what you need to evaluate and what questions to ask helps you spend your time on the capabilities and features that matter most to your organization.

Download our demo checklist [here](#), and customize it to fit your organization's priorities. Add your must-have requirements, remove what doesn't apply, and use the same checklist for every vendor demo to make side-by-side comparisons easier. A little preparation upfront will help you get more from every demo.



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

Vendor name: _____

Extensive executive and title database

Once you have identified which hospitals or providers can benefit from your therapeutics, your sales team needs accurate, current, and comprehensive contact information to reach their prospects. A good healthcare data solution also has a verified executive database.

YES **NO** **COMMENTS**

☐☐

Longitudinal view into affiliations and an evolving market

Can the vendor uniquely identify every healthcare provider, facility, and organization in your market? Can they provide a comprehensive and longitudinal view into affiliations? Can they provide insight into how individual entities are connected and interact to help you make better decisions?

☐☐

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