

Buyer's guide

# The healthcare data & analytics playbook

A practical guide to confidently  
choosing the right vendor



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# Data is your competitive edge

Data has always played a foundational role in healthcare. It informs patient care, guides clinical innovation, keeps operations running smoothly, and helps ensure facilities remain safe, compliant, and effective for all. But as the healthcare landscape has grown more complex in recent years, it's become increasingly clear how vital data is to an organization's success—and the consequences of making decisions without it.

If you sell into healthcare, you're competing in one of the most complex markets there is. Shifting care delivery models, changing reimbursement structures, workforce challenges, and intensifying competition make it difficult to see where opportunity exists and how to act on it fast.

The challenge isn't just access to information. It's knowing where to focus, who to target, and how to win. Without a clear view of the market, your team might waste time on low-fit accounts, miss high-value opportunities, and struggle to turn strategy into pipeline. Even the most experienced teams can struggle to see the full picture without reliable and up-to-date data.

However, success doesn't come purely from data alone. It requires the right partner—one that understands your company's goals, delivers relevant, connected insights, and makes data accessible and actionable across your organization.

This guide will help you take the next step. You'll gain a deeper understanding of the challenges organizations face, see how data and analytics can address them, and learn how to evaluate vendors with a clear, structured approach, so you can move forward with confidence and clarity.

# Healthcare-adjacent organizations face common challenges

From technology companies and healthcare consultants to staffing firms, medical associations, facility suppliers, and more, the organizations that support the healthcare industry each play a distinct role in the market. But despite those differences, they often face similar challenges when it comes to developing strategies, identifying opportunities, and growing their business.

Some of those challenges are:

- Sizing total addressable market
- Developing and launching campaigns
- Benchmarking against the competition
- Evaluating and prioritizing accounts
- Finding and engaging the right decision makers
- Getting clarity into executives, physicians, and patients
- Dealing with outdated, incomplete, or limited data

Below, we've illustrated what these challenges can look like in practice and how data and analytics can help address them.

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



Healthcare IT/software vendors  
**Benchmarking against the competition**



Consulting firms  
**Dealing with outdated, incomplete, or limited data**



Medical supplies distributors  
**Finding and engaging the right decision makers**



Facility services/supply organizations  
**Sizing total addressable markets**



Healthcare-focused advertising agencies  
**Developing and launching campaigns**



Healthcare staffing & recruiting  
**Getting clarity into executives, physicians, and patients**



Revenue cycle management  
**Evaluating and prioritizing accounts**



Medical professional associations  
**Hosting buzzworthy events**



## Healthcare IT/software vendors

### Benchmarking against the competition

**Challenge:** A healthcare IT vendor selling into hospitals and IDNs struggled to benchmark performance against competitors because public sources didn't show where competitors were entrenched, which segments were growing, or where whitespace existed. Their leadership needed an evidence-based view of the competitive footprint to guide territory design and messaging.

**Solution:** Using Definitive Healthcare's market data, they analyzed the provider ecosystem (organizations, affiliations, and related signals) to approximate market share, identify high-potential segments, and compare competitive presence across geographies and facility types. This turned competitive assessment into a repeatable, data-backed workflow rather than anecdotal field feedback.

**Impact:** The vendor reallocated go-to-market resources toward segments with the strongest upside and clearer competitive differentiation, improving pipeline quality and reducing time spent on low-probability opportunities. Leadership gained a consistent scorecard to track competitive shifts and adjust strategy as the market changed.

## Consulting firms

### Dealing with outdated, incomplete, or limited data

**Challenge:** A consulting firm's prior data source was slow to deliver and functionally "limited" for time-sensitive diligence, and waiting up to 14 days for reporting increased risk of using stale or incomplete insights. They needed timely access to reliable data to avoid flawed recommendations under tight deadlines.

**Solution:** Definitive Healthcare provided faster access to comprehensive claims, affiliations, and referral-based market visibility, including a custom report delivered in ~two days. The firm also leveraged Definitive Healthcare experts to quickly shape the analysis into the decision-ready outputs the client needed.

**Impact:** The team materially reduced turnaround time and improved client confidence by basing conclusions on more current, multi-dimensional market signals. Faster delivery helped them hit the investment timeline and institutionalize a repeatable approach for future work.





## Medical supplies distributors

### Finding and engaging the right decision makers

**Challenge:** A national medical supplies distributor repeatedly hit roadblocks because contacts were outdated, role ownership was unclear across IDNs, and local facility decision-making differed from corporate contracting. Their teams needed a dependable way to identify who influences purchasing and how facilities roll up to larger systems.

**Solution:** They partnered with Definitive Healthcare to map organizations and relationships and identify the best-fit buyer stakeholders for each target, pairing account context with contact discovery to guide their outreach. This helped representatives tailor messaging by site type and buying structure rather than guessing who owns decisions.

**Impact:** Outreach connected with the right stakeholders faster, reducing time lost to bounced emails and misrouted calls. The distributor increased first-meeting rates and improved conversion by aligning the pitch to the correct level of the organization (facility vs. system).

## Facility services/supply organizations

### Sizing total addressable markets

**Challenge:** A national facility services and supply organization needed to understand the true size of opportunity across hospitals, outpatient centers, and physician groups, but lacked a reliable way to quantify demand by facility type, geography, and service mix. Spreadsheet-based estimates and generic market reports failed to reflect where services and supplies were actually being used.

**Solution:** The organization used Definitive Healthcare to analyze provider and facility intelligence, including organization types, affiliations, and care delivery patterns, to identify where relevant services and supplies were most prevalent. This enabled a data-driven view of the total addressable market segmented by facility size, site of care, and regional concentration.

**Impact:** Leadership gained a defensible, granular outlook of their TAM to guide expansion planning, territory design, and investment prioritization. The sales and marketing teams aligned around the same opportunity model, improving focus on high-volume facilities and reducing time spent pursuing low-yield segments.







## Healthcare-focused advertising agencies

### Developing and launching campaigns

**Challenge:** A healthcare advertising agency needed to help clients reach the right consumers, patients, and caregivers most likely to seek specific services, but lacked a clear view into where care was actually being delivered and where demand was concentrating. Consumer campaigns risked over-targeting broad geographies without tying spend to real provider capacity or service-line availability.

**Solution:** The agency used Definitive Healthcare to align consumer targeting with underlying provider and facility intelligence, identifying geographies and care settings where relevant services were actively delivered. By grounding consumer audience selection in real-world care delivery patterns, the agency connected patient outreach to markets with proven access points and demand signals.

**Impact:** Consumer campaigns became more precise and defensible, with budgets focused on markets most likely to convert patient interest into care utilization. The agency's clients saw stronger engagement and clearer performance attribution by tying consumer demand generation to the realities of local healthcare access.

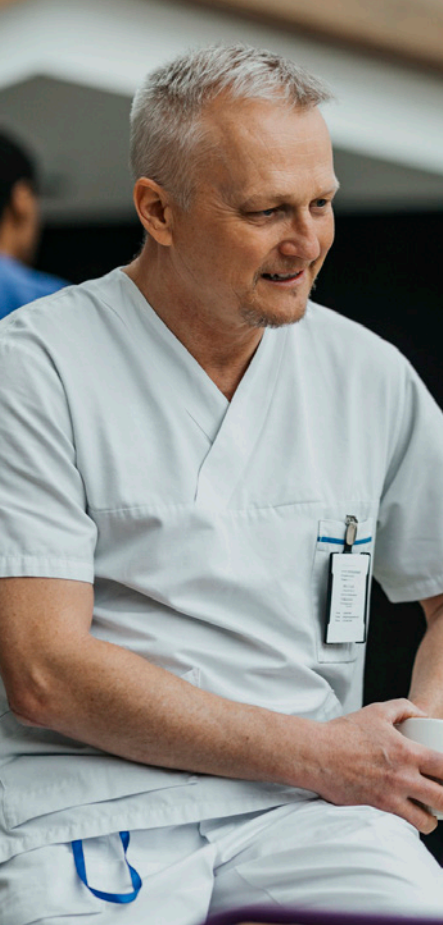
## Healthcare staffing & recruiting

### Getting clarity into executives, physicians, and patients

**Challenge:** A healthcare staffing and recruiting firm struggled to understand demand signals across the full buying ecosystem: executives controlling system-wide staffing strategies, physicians influencing unit-level needs, and patient volume shifts driving seasonal surges. With fragmented information, recruiters and sales teams chased the wrong facilities, misread urgency, and missed fast-moving opportunities in high-need service lines.

**Solution:** The firm used Definitive Healthcare to build a unified view of target organizations and care settings, connecting contextual information on system leadership with facility-level realities and clinician-facing dynamics to better interpret where demand was rising. This enabled territory and account planning to reflect both top-down decision structures and on-the-ground utilization drivers, so outreach and recruiting aligned to real needs.

**Impact:** Business development and recruiting focused faster on the facilities and systems most likely to need support, improving speed-to-submission and reducing time lost to incorrectly prioritized outreach. Leadership gained clearer visibility into where to invest recruiter capacity and which service lines or geographies warranted proactive pipeline building.



## Revenue cycle management

### Evaluating and prioritizing accounts

**Challenge:** A revenue cycle services firm had thousands of possible provider targets but lacked a reliable way to prioritize which systems were most likely to buy, expand, or convert this quarter. Representatives were often spending time on “big name” accounts that didn’t always match the company’s needs or timing.

**Solution:** They used Definitive Healthcare to segment the provider market and score accounts based on signals that indicated how good of a fit they were (organizational attributes, networks/affiliations, and other market context) to build a ranked target list and account plans. This created a shared prioritization model across marketing and sales.

**Impact:** Sales focused on the opportunities “worth pursuing,” improving pipeline efficiency and increasing meetings with higher-propensity accounts. Marketing reduced wasted spend by aligning campaigns and lists to the same prioritized segments and territories.

## Medical professional associations

### Hosting buzzworthy events

**Challenge:** A medical association struggled to design conference programming that consistently attracted and engaged attendees. With an overwhelming volume of industry content—from webinars to white papers to competing events—it was difficult to determine which topics would resonate most with their audience. Without clear insight into the evolving priorities, specialties, and challenges of their members, event agendas risked blending into the noise rather than standing out.

**Solution:** The association used data and analytics to gain a deeper understanding of its audience, including provider specialties, clinical interests, and emerging trends shaping the healthcare landscape. By analyzing these insights, the team was able to identify high-interest topics, align sessions with real-world challenges, and structure event programming around the issues that mattered most to attendees.

**Impact:** With a more targeted, insight-driven approach, the association developed more relevant and compelling event agendas. This led to increased attendee engagement, stronger session attendance, and more positive feedback, helping position their events as must-attend experiences in a crowded market.





While these challenges may look different on the surface, they all point to a common set of questions that organizations across the healthcare ecosystem are trying to answer:



**Where is the greatest opportunity in the market?**



**Where should we focus our time, budget, and resources?**



**Which organizations, providers, or decision makers should we target?**



**How can we move faster and make more confident decisions?**



**How can we engage those audiences effectively?**

Without reliable, comprehensive data, answering these questions is difficult. Many organizations are left working without the complete picture of the market, limiting their ability to act with precision.

By partnering with a trusted data and analytics provider, you can bring clarity to the complex healthcare market. With access to high-quality insights, your teams can better understand the market, identify the right opportunities to pursue, and execute with confidence—turning challenging questions into clear, strategic action.

In the following sections, we'll discuss the steps you can take to become a more data-driven organization and find your ideal partner, so you can position your company for future success.

# Finding your ideal data and analytics partner

When choosing the right healthcare data and analytics partner for your organization, a critical first step is to look inward and cultivate alignment across the company. This will be helpful for securing early buy-in from leadership, identifying gaps in internal expertise, and going about searching the market for a partner.

## Assessing your readiness

Before engaging with potential partners, start by evaluating your organization's current state and level of preparedness. A clear understanding of your needs will help guide your search and ensure you select a solution that aligns with your goals.

### Consider these questions:

**1. Does your organization have a sales strategy in place that is powered by data and analytics?**

For instance, determine whether data informs territory planning, value proposition, and account targeting. Data and analytics will enable each of them, but organizational habits will enforce them.

**2. Do your marketing efforts leverage data and analytics to drive demand, create targeted campaigns, and enable sales teams?** 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 mobilize go-to-market planning and execution.



### BE THE DATA CHAMPION

As a reader of this guide, it's a strong possibility that you're the internal champion for data and analytics at your organization. And you're probably aware that becoming a data-driven organization is not a goal achieved solely through purchasing a dataset or signing a contract.

With the help of this guide, you'll learn how to champion a cultural evolution in your organization for making data-driven decisions. You'll also learn how to help your organization document requirements and build criteria for evaluating demos.

## Determine organizational expertise

Not every organization is at the same level of data maturity. Some teams may have dedicated analysts and established workflows, while others may be earlier in their data journey. Understanding your organization's internal expertise will help you identify the type of solution that best fits your needs.

For example, consider a sales rep on your team who wants to track purchasing intent. Do they understand terms like 'IDNs,' or 'network integration level'? If your instinct is no, think through how you or your chosen data provider might supplement with additional training. The right partner may have a skilled customer training and support team to help all your users get up and running.

How about the other key players in your organization? Each functional area will have its own unique role in leveraging a data and analytics solution. Understanding the readiness of your organization to take on this responsibility is an important first step.

## Get buy-in from leadership early and often

To build momentum around transforming your company into a data-driven organization, it's important to involve cross-functional stakeholders such as leadership, sales, marketing, business development, analytics, or operations teams early and often in your evaluation process. Establish goals, define success metrics, and illustrate to leadership the potential business impact—and then develop techniques to manage change or uncertainty.

Making sure everyone is on the same page helps drive adoption throughout your organization and ensures the investment delivers meaningful results.



## Assemble a data and analytics selection team

Selecting a data partner should not be done in isolation. While getting buy-in from leadership is important, it's equally important to draw upon the expertise from across the organization. You should assemble a cross-functional team of people who will use the data daily and be impacted by partnering with a data vendor.

While the specific representatives on this team will vary, key members we suggest including are from the analytics, sales, marketing, business development, and strategic planning teams.

The size of this team will vary but aim for between six and ten. That size is manageable and ensures that a broad group of stakeholders stay in the know as information is shared from this core team.

### Here's why these key constituencies are so important:

<b>Sales</b>	<b>They need prioritization strategies, news, and intelligence about prospective members, as well as other insights that power relevant and contextualized outreach.</b>
<b>Marketing</b>	<b>They need to develop positioning to cultivate interest in key target segments using messaging and content that addresses the needs of potential members.</b>
<b>Analytics</b>	<b>They need a provider that helps to define the connections between physicians and institutions, using a data and analytics platform to supplement their own in-house data.</b>
<b>Strategic planning</b>	<b>They need a comprehensive view of the healthcare landscape to identify growth opportunities, assess market dynamics, and guide long-term decision-making.</b>
<b>Business development</b>	<b>They need actionable insights to understand market demand, identify high-value opportunities, and build relationships with the right organizations and decision-makers.</b>

## Identify internal obstacles

It's also important to identify any internal processes or methodologies around sourcing and using data that could be an obstacle to becoming a more data-driven organization. Below, we've covered some obstacles commonly raised by our clients.

### Reliance on one-time data cuts

Some healthcare-adjacent companies purchase one-time data cuts or rely on expensive consultant analyses. While these snapshots can provide a baseline understanding, they quickly become outdated in a healthcare market that is constantly evolving.

New facilities open, service lines expand, regulations change, and competitors enter and exit the market. Without regularly refreshed data, your teams risk making decisions based on incomplete or obsolete information, leading to missed opportunities, misaligned targeting, and inefficient use of resources.

As you choose your data and analytics partner, be sure to ask what intelligence is available regarding affiliations, M&A, and industry news, to stay on top of trends and market shifts.

### Limited or siloed industry knowledge

In many organizations, data is fragmented across teams, tools, or individuals. Sales may have one view of the market, marketing another, and strategy teams yet another—often without a single source of truth to align around.

This lack of shared visibility makes it difficult to build cohesive strategies, prioritize the right opportunities, and execute effectively. It can also lead to duplicated efforts, inconsistent messaging, and missed connections between stakeholders, organizations, and trends.

A unified data and analytics approach helps break down these silos, providing a comprehensive view of the healthcare landscape that teams across the organization can trust and act on.

## Not every prospect will be the right fit for your solution.

You'll need to size, segment, and target your market based on insights like technology implementations, financial health, size, network integration, and accurate executive contact information.

The right data and analytics partner will ensure you have the clarity to create a deeper, comprehensive picture of your markets and the healthcare providers within them, ensuring your team spends time pursuing the right contacts at the right facilities with the right messaging.



## Define requirements

Finally, before you begin evaluating potential data and analytics partners, it's essential to define what you want to accomplish. Without a clear understanding of your goals, even the most robust solution can fall short of expectations.

To avoid this, start by identifying the specific outcomes you want to drive. Are you looking to better understand your total addressable market? Improve targeting and segmentation? Identify high-value accounts? Support strategic planning or business development efforts? Below, we revisit the challenges discussed on page 4, now reframing them as use cases, with added goals you may want to consider when selecting a partner.

### Size and understand your total addressable market

To grow effectively, you need a clear, data-driven view of where opportunity exists across the care continuum. You'll need to:

- Identify your TAM
- Segment your market in accordance with your business (e.g. facility type, geography, service line, etc.)
- Understand where demand is growing
- Focus on the highest-value segments

### Develop and launch more effective campaigns

Standing out in a crowded market requires targeted, relevant messaging that resonates with the right audiences. You'll need to:

- Define and segment audiences
- Build campaigns around real market needs and trends
- Personalize messaging for various stakeholders and decision-makers
- Measure and optimize campaign performance

### Benchmarking against the competition

Understanding how you compare to competitors is essential for positioning and growth. You'll need to:

- Analyze competitors across markets, regions, and segments
- Identify strengths, weaknesses, and areas of differentiation
- Track shifts in market share
- Adjust strategy based on competitive insights

### Evaluate and prioritize accounts

Not every account is worth the same level of investment. Data helps you focus on those most likely to convert and deliver value. You'll need to:

- Identify high-value accounts that are a good fit
- Prioritize outreach based on business alignment
- Align sales and marketing around target lists
- Reduce time spent on low-yield prospects

### Find and engage the right decision makers

Reaching the right people is critical to building relationships and closing deals. You'll need to:

- Access or grow your list of executives and key stakeholders
- Understand roles, responsibilities, and influence through org charts
- Conduct outreach via email, phone, and LinkedIn
- Tailor outreach to each contact

### **Gain clarity into executives, physicians, and patients**

A complete view of the healthcare ecosystem requires understanding how people, organizations, and care settings are connected. You'll need to:

- Understand referral patterns and affiliations
- Analyze patient populations and care trends
- Map relationships between providers and organizations
- Uncover insights that guide strategy and outreach

### **Host buzzworthy events**

In a content-saturated environment, events must deliver relevant, engaging experiences to stand out. You'll need to:

- Identify timely topics aligned with member specialties and emerging industry trends
- Develop programming that addresses clinical, operational, and policy challenges
- Increase attendance, engagement, and member satisfaction
- Differentiate your events from competing conferences and content offerings

### **Move beyond outdated or incomplete data**

Relying on static or fragmented data limits your ability to act with confidence. You'll need to:

- Replace one-time data pulls with continuously updated insights
- Ensure accuracy and completeness of information
- Eliminate silos across teams
- Enable faster, more informed 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 payer 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.

## 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.

Coverage, depth, and recency are only meaningful if the vendor clearly communicates what's in the dataset.

# 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 business.
<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 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

A critical step in the buying process is the demo. Knowing what's important for your business and asking to see the most important functionality from each vendor you evaluate will help you get the most out of the demo.

We've included a demo checklist template you can download [here](#), which you can use as a foundation for your own checklist. Be sure to trim it down or add additional questions based on the requirements most important to your organization. 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: \_\_\_\_\_

## Technology insights

Will you have access to insights like technology implementations, purchasing opportunities, telemedicine, technology strength? The right data and analytics vendor will provide comprehensive market and account-level technology intelligence.

YES

☐

NO

☐

COMMENTS

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## Extensive executive and title database

Once you have identified which hospitals or providers can benefit from your product, your sales team needs accurate and current contact information to reach these prospects. A good healthcare data solution also has a verified executive database — with transparency into how current the data is.

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# A trusted partner for growth in the healthcare market

No matter your role in healthcare, better data drives better decisions. By partnering with Definitive Healthcare, you're not just gaining access to data—you're partnering with a team that understands the healthcare market and is committed to helping you succeed.

Definitive Healthcare brings together multiple datasets to provide a complete, unified view of the healthcare landscape. Our proprietary approach combines first-party research with multiple data sources—each connected through a unique Definitive ID—ensuring consistency, accuracy, and a single source of truth across every data point. And when layered with our reference and affiliation data, your team has a clear picture of who influences decisions and how organizations and networks are connected.

The result is a complete and trusted 360-degree view of the healthcare ecosystem, including HCOs, HCPs, executives, patients, care patterns, and more.

We offer a range of products and datasets designed to help you target the right healthcare players and capitalize on every opportunity. Whether you need insights on healthcare organizations and professionals in our [View Suite](#), robust consumer data and analytics with [Population Intelligence](#), details on experts around the world with our [Monocl Expert Suite](#), or a solution customized to your needs, we'll work with you to drive your success.

Our [data management and integrations offerings](#) also give you flexibility in how you access and activate insights. No matter your structure or systems, we can match, align, and implement data across CRM platforms, data warehouses, and BI tools—so your teams can work from a consistent, connected view of the market.

Our data gives you the clarity to act faster, reach further, and drive smarter results.



# 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**