

Three ways financial services companies leverage healthcare commercial intelligence

(1) Understand the market

Whether it's looking at the current market or assessing a new one, financial services companies use our claims, health reference and affiliations data to:



Analyze the total addressable market (TAM):

Capture the true TAM by tracking network relationships, purchasing power, patient claims volumes, technology market share and more.



Uncover investment and M&A opportunities:

Use financial, affiliations, clinical and quality metrics to understand market dynamics and how healthcare organizations are operating.



Conduct competitive

analyses: Examine diagnoses and procedure volumes, vendors and service line offerings of key competitors to discover where and how to capture more market share.

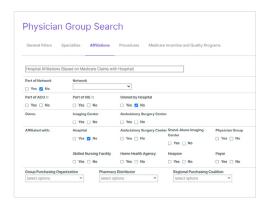
mmary News Claims Analytics	Providers Technology Patient Char	acteristics			
General Information					
CBSA Code: 35620	Total Patient Revenue: \$303,658,871,430	# of Staffed Beds: 1 55,400	Total Dependency	Ratio: 1 47.2 %	
Population: 19,768,458	Inpatient Revenue: \$185,718,375,666	# of Medicare Certified Beds: • 68,924	Old Age Dependency Ratio: 10 20.0 %		%
Population Growth: 1.63 % decrease	Outpatient Revenue: \$117,940,495,763	Number of Discharges: 1,908,158	Child Dependency Ratio: 1 27.2 %		
	Net Patient Revenue: \$75,506,236,105	Total Acute Days: 12,027,138			
ompanies Operating in this Mark	et				
counts by Type		Largest Hospitals			
ur search returned 21 results.		Export to Excel			
RM TYPE	NUMBER FIRMS				
ccountable Care Organization	99	HOSPITAL NAME		NET PATIENT REVENUE	NUMI
mbulatory Surgery Center	483	Tisch Hospital (New York, NY)		\$6,273,707,636	7
ssisted Living Facility	433	NewYork-Presbyterian/Weill Cornell Medical NY)	Center (New York,	\$5,734,047,089	8
linically Integrated Network	8	Memorial Sloan Kettering Cancer Center (Ne	w York NV)	\$3,417,060,157	5
ederally Qualified Health Center	744	Montefiore Hospital - Moses Campus (Bronx.		\$2,695,861,000	1,4
roup Purchasing Organization	13	Mount Sinai Medical Center (AKA the Mount	Sinai Hospital)		
lealth Information Exchange	3	(New York, NY)	Ontar (103pital)	2,683,766,080	1,0

A company uses CBSA data, which provides a market overview for specific geographies.

Segmenting and targeting accounts

There's countless ways to analyze the market with Definitive Healthcare. Here are some examples of how companies segment and target the market for sales, business development, marketing and sourcing:

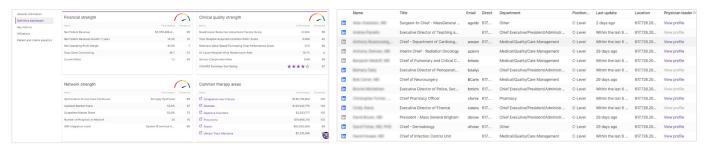
- Leverage affiliations, network integration and facility ownership data to identify the right markets, channels and players making purchasing decisions.
- → Use financial performance metrics such as revenue and patient leakage to find expansion, financing and partnership opportunities with healthcare providers.
- Assess clinical data including claims codes, payor information and quality measures to pinpoint organizations and professionals who fit the ideal customer profile.
- → Define facility characteristics like bed size, revenue, employee size, firm type, fiscal year, practice locations and geography to prioritize the right opportunities.
- Access technology intelligence like technology category, implementations, vendors and products to focus on facilities with the greatest purchasing opportunities.



Segment the physician group market by independent, unaffiliated practices.

3 Sales outreach and meeting prep

Companies leverage detailed profiles on healthcare organizations and professionals to find the best vantage point to get their foot in the door and elevate their customer conversations. Access profiles via our platform or integrate our data into your internal systems to incorporate into your existing workflow.



- ▲ Profiles contain detailed intelligence, including financials, vendor footprint, payor mix, claims volumes, practice locations, affiliations, physicians, staffing, referral patterns and more.
- Find key executives by title, department, position or org chart and access current emails, direct dials and LinkedIn profiles.

Want to learn more? Schedule a demo.