

# 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.

Summary	News	Claims Analytics	Providers	Technology	Patient Characteristics
<b>General Information</b>					
<b>CBSA Code:</b> 35620	<b>Total Patient Revenue:</b> \$303,658,871,430	<b># of Staffed Beds:</b> 55,400	<b>Total Dependency Ratio:</b> 47.2 %		
<b>Population:</b> 19,768,458	<b>Inpatient Revenue:</b> \$185,718,375,666	<b># of Medicare Certified Beds:</b> 68,924	<b>Old Age Dependency Ratio:</b> 20.0 %		
<b>Population Growth:</b> 1.63 % decrease	<b>Outpatient Revenue:</b> \$117,940,495,763	<b>Number of Discharges:</b> 1,908,158	<b>Child Dependency Ratio:</b> 27.2 %		
	<b>Net Patient Revenue:</b> \$75,506,236,105	<b>Total Acute Days:</b> 12,027,138			
<b>Companies Operating in this Market</b>					
<b>Accounts by Type</b>			<b>Largest Hospitals</b>		
Your search returned <b>21 results</b> .			<a href="#">Export to Excel</a>		
<b>FIRM TYPE</b>	<b>NUMBER FIRMS</b>		<b>HOSPITAL NAME</b>	<b>NET PATIENT REVENUE</b>	<b>NUMBER BEDS</b>
<a href="#">Accountable Care Organization</a>	99		<a href="#">Tisch Hospital (New York, NY)</a>	\$6,273,707,636	725
<a href="#">Ambulatory Surgery Center</a>	483		<a href="#">NewYork-Presbyterian/Weill Cornell Medical Center (New York, NY)</a>	\$5,734,047,089	862
<a href="#">Assisted Living Facility</a>	433		<a href="#">Memorial Sloan Kettering Cancer Center (New York, NY)</a>	\$3,417,060,157	514
<a href="#">Clinically Integrated Network</a>	8		<a href="#">Montefiore Hospital - Moses Campus (Bronx, NY)</a>	\$2,695,861,000	1,459
<a href="#">Federally Qualified Health Center</a>	744		<a href="#">Mount Sinai Medical Center (AKA the Mount Sinai Hospital) (New York, NY)</a>	\$2,683,766,080	1,087
<a href="#">Group Purchasing Organization</a>	13				
<a href="#">Health Information Exchange</a>	3				

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

## 2 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.

The screenshot shows the 'Physician Group Search' interface with several filter sections:

- General Filters:** Specialties, Affiliations (selected), Procedures, Medicare Incentive and Quality Programs.
- Hospital Affiliations (Based on Medicare Claims with Hospital):** Includes a dropdown for 'Part of Network' (Yes/No) and 'Part of ACO' (Yes/No).
- Owned by Hospital:** Includes a dropdown for 'Part of HIE' (Yes/No) and checkboxes for 'Imaging Center' and 'Ambulatory Surgery Center' (Yes/No).
- Affiliated with:** Includes checkboxes for 'Hospital', 'Skilled Nursing Facility', 'Ambulatory Surgery Center Stand-Alone Imaging Center', 'Home Health Agency', 'Hospice', and 'Payor' (Yes/No).
- Group Purchasing Organization:** Includes dropdowns for 'Group Purchasing Organization', 'Pharmacy Distributor', and 'Regional Purchasing Coalition'.

▲ 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 executive customer conversations. Access profiles via our platform or integrate our data into your internal systems to incorporate into your existing workflow.

The screenshot shows a detailed profile with four main sections:

- Financial strength:** Metrics include Net Patient Revenue (\$3,376,488,000), Net Patient Revenue Growth (14.2%), Net Operating Profit Margin (45.0%), Days Sales Outstanding (48.7), and Current Ratio (1.2).
- Clinical quality strength:** Metrics include Readmission-Reduction Adjustment Penalty Score (-0.24%), Total Hospital-Acquired Condition (HAC) Score (0.000), Medicare Value-Based Purchasing Total Performance Score (375), and AI Cause Hospital-Wide Readmission Rate (16.7%).
- Network strength:** Metrics include Organization-Service Care Continuum (Strongly Outlined), Hospital Market Share (54.6%), Outpatient Market Share (50.6%), Number of Hospitals in Network (20), and IGA Integration Level (System 18 Overall).
- Common therapy areas:** Includes Competitive Heart Failure, Diabetes, Acute Myocardial Infarction, Pneumonia, and Urinary Tract Infections.

▲ Profiles contain detailed intelligence, including financials, vendor footprint, payor mix, claims volumes, practice locations, affiliations, physicians, staffing, referral patterns and more.

The screenshot shows a list of healthcare professionals with the following columns:

- Name:** Lists names and titles, e.g., 'Alan Greenstein, MD', 'Surgeon-In-Chief - MassGeneral...'
- Title:** Lists various roles like 'Executive Director of Teaching a...', 'Chief - Department of Cardiol...', 'Interim Chief - Radiation Oncology'.
- Email:** Lists email addresses, e.g., 'agolds 617...', 'arosen 617...'.
- Direct:** Lists direct dial numbers, e.g., '617...', '617...'.
- Department:** Lists departments like 'Other', 'Chief Executive/President/Administr...', 'Medical/Quality/Care Management'.
- Position...:** Lists positions like 'C-Level', 'C-Level'.
- Last update:** Lists dates like '2 days ago', 'Within the last 6...'.
- Location:** Lists locations like '617.726.20...', '617.726.20...'.
- Physician leader:** Includes a 'View profile' link for each entry.

▲ 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.