Definitive Healthcare

Custom analytics for your most complex clinical and commercial challenges.

Partner with our experts to solve your toughest healthcare challenges.

Definitive Healthcare is the market leader in healthcare data. **Advanced Analytics** goes a step further, fusing our industry-leading commercial datasets with your organization's private data to unlock a level of insight neither source could deliver alone. The result: faster, sharper answers to your hardest healthcare commercialization questions, powered by patented AI/ML tools and a team of dedicated analytics experts.

Supporting every stage of commercialization

Commercialization stage	Advanced Analytics offering
Clinical & Pre-Launch	Size relevant patient populations, accelerate clinical trial enrollment,and plan and monitor brand KPIs before day one.
Launch	Pinpoint influential healthcare organizations, treatment and procedure patterns, and staffing dynamics to prioritize launch targets.
Access + Adoption	Map provider influence with graph technology to understand the patient ecosystem, publications, interests, and digital footprint.
Commercial Growth	Measure promotional and campaign performance, optimize budget allocation, and drive next-best-action recommendations.
Lifecycle Management	Apply predictive and descriptive AI/ML to real-world data to track diagnosis and treatment pathways over the product lifecycle.

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See your market with next-level clarity



Broader context

Layer national claims, provider, and organizational data ontoy-our internal CRM, EHR, or sales data for a completemarket view.



Sharper precision

AI/ML models trained on both datasets surface patterns and targets that neither source re-veals on its own.



Faster time-to-insight

Patented analytics tools and an expert team turn complex data into decision-ready insight in weeks, not quarters.

Case Study

Pharmaceutical sponsor saves $10 million in clinical trial costs by accelerating patient enrollment.

The challenge

A pharmaceutical sponsor needed to reevaluate their clinical trial enrollment strategy due to slow patient recruitment in a Phase III study. The research sites previously selected were experiencing insufficient eligible patients because the investigators they had chosen were not enrolling, or were slow to enroll patients.

The solution

Using our planning and performance analytics to analyze claims data, the company identified the fastest recruiting sites and investigators, leading to accelerated patient enrollment, $10M in clinical trial cost savings, and FDA approval of the treatment 12 months earlier than anticipated.

$10M

savings by accelerating clinical trial enrollment

12 months

The sponsor achieved FDA approval 12 months earlier than anticipated.

Why engage with Advanced Analytics?

Decades of data leadership

Time-tested and proven advanced analytics methodology was built to realize the full potential of real-world data assets—yours and ours, together.

Deep domain expertise

Collaborative industry experts bring deep subject-matter knowledge and product-lifecycle experience across biopharma, medtech, and provider markets.

Discuss your analytics needs with our experts →

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