Definitive Healthcare

Databricks & Definitive Healthcare

Integrating Definitive Healthcare data into Databricks gives organizations a single platform to analyze healthcare markets, uncover opportunities, and build predictive models.

Market intelligence strategy

Understand where to compete and how to grow



Market sizing & TAM analysis

Combine our provider, facility, and claims volume data with internal sales data to estimate TAM by geography, specialty, or care setting



Service line opportunity analysis

Identify hospitals or IDNs growing specific procedures to prioritize expansion efforts



Geographic expansion modeling

Use Databricks machine learning to model where new clinics, sales territories, or service offerings have the highest ROI

Sales & commercial effectiveness

Sell smarter



Account prioritization

Score hospitals, physician groups, or IDNs based on procedure volume, growth trends, technology adoption, and purchasing behavior



Lead scoring

Combine our signals data, like staffing changes or new service lines, with CRM data to identify high-propensity buyers



Expansion targeting

Identify existing customers with additional product needs based on adoption or procedure growth

© 2026 Definitive Healthcare, LLC. All rights reserved.

Product, clinical & outcome analytics

Data for better care decisions



Product market fit analysis
Understand which provider types and care settings use specific technologies or therapies



Technology adoption tracking
Track EHR, device, or digital health adoption trends over time



Value-based care insights
Support population health strategies and inform value-based care decision-making

Leveraging our data through Databricks helps organizations find where to grow and who to target to optimize their clinical, operational, and commercial outcomes.

Target smarter. Launch faster. Win bigger.

Bridge the gap between clinical claims and commercial influence

Combine granular claims data with deep HCP profiles or KOL mapping to optimize your commercial teams, refine your messaging and drive pipeline velocity.

3.4M	16M+	42 billion
Healthcare professionals	KOL's	Prescription claims

Ready to transform your strategy?

To unlock the full power of Definitive Healthcare's data, please contact our team: sales@definitivehc.com or call (888) 307–4107 for more information.



© 2026 Definitive Healthcare, LLC. All rights reserved.