Definitive Healthcare

# DefinitiveConnect for Salesforce®

**Prerequisites:** Salesforce Enterprise Edition or Salesforce Unlimited Edition **|** Definitive Healthcare View Product Suite subscription

## Healthcare intelligence, right where your team sells

DefinitiveConnect puts healthcare organizations, executives, and providers inside Salesforce as native, connected records, linked by Definitive Healthcare's reference and affiliation data. Your reps don't work from a list of contacts. They work from a map of the market, with every account, physician, and executive connected.

### Built around how healthcare decisions happen

**See the entire buying committee**
Every hospital rolls up to its parent IDN. Every physician ties to the organizations where they practice and admit. Every executive connects to their board and network, all linked by the Definitive ID.

**Point reps at your highest-value accounts**
Use clinical, financial, and affiliation data to sharpen ICP tiers, focus territories, and concentrate effort.

**Reach the right clinical decision-maker**
Physicians and specialists arrive as native Contacts and Leads with specialty, credentials, affiliations, and contact information.

**Context before the conversation**
News, affiliations, and executive intelligence surface in one click. Reps start every conversation already informed.

© 2026 Definitive Healthcare, LLC. All rights reserved.

## Give your sales team the edge

One governed view of providers, organizations, and executives inside Salesforce. Your team sees who matters, why they matter, and how to engage.

### Prioritize account targets

Use clinical and financial data to focus outreach on high-value accounts.

### Identify key decision makers

Find the physicians and executives who influence purchasing within target health systems.

### Power account-based selling

Build healthcare-specific target account lists and activate them directly in Salesforce.

### Segment healthcare markets

Create segments based on facility type, specialty, and organizational characteristics

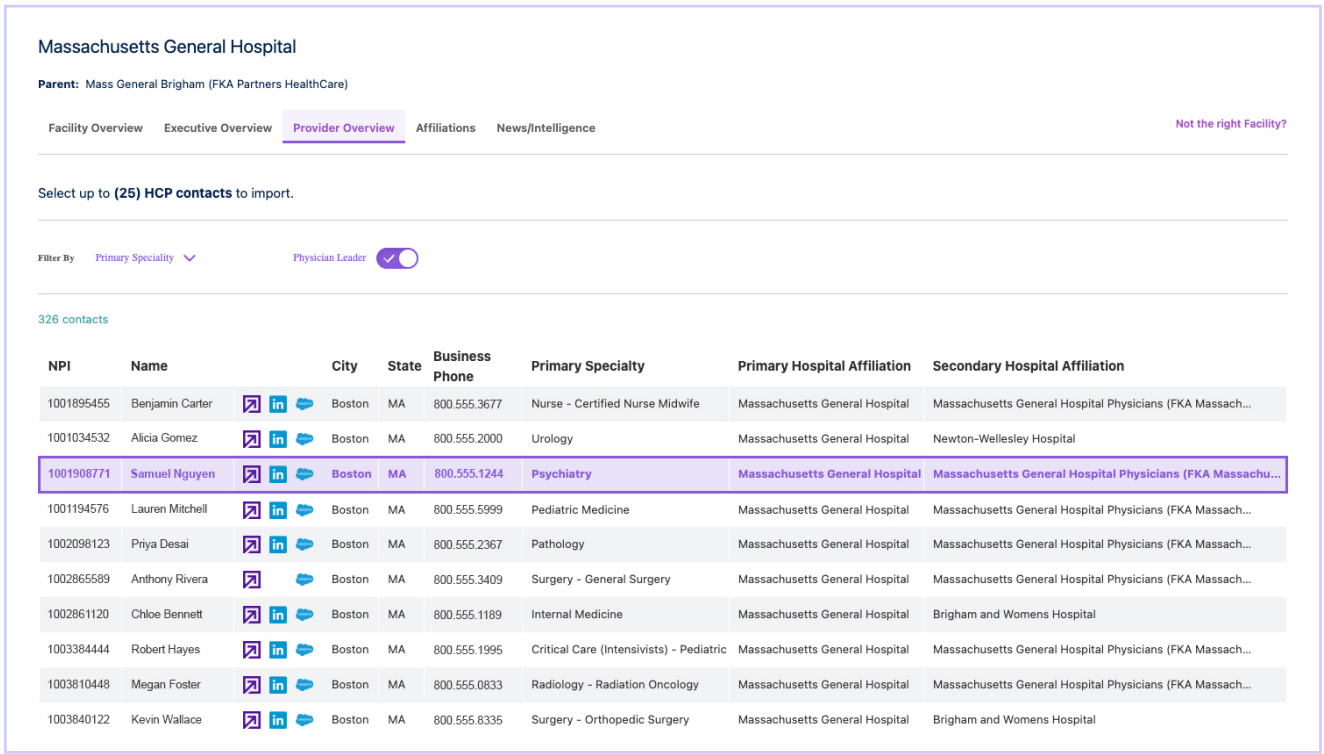
### Plan territories with confidence

Assign territories using geographic, organizational, and financial data.

### Personalize outreach at scale

Tailor sequences using specialty, affiliation, and organizational context.

## HCP data now available




| NPI | Name | City | State | Business Phone | Primary Specialty | Primary Hospital Affiliation | Secondary Hospital Affiliation |
|---|---|---|---|---|---|---|---|
| 1001895455 | Benjamin Carter | Boston | MA | 800.555.3677 | Nurse - Certified Nurse Midwife | Massachusetts General Hospital | Massachusetts General Hospital Physicians (FKA Massach... |
| 1001034532 | Alicia Gomez | Boston | MA | 800.555.2000 | Urology | Massachusetts General Hospital | Newton-Wellesley Hospital |
| 1001908771 | Samuel Nguyen | Boston | MA | 800.555.1244 | Psychiatry | Massachusetts General Hospital | Massachusetts General Hospital Physicians (FKA Massachu... |
| 1001194576 | Lauren Mitchell | Boston | MA | 800.555.5999 | Pediatric Medicine | Massachusetts General Hospital | Massachusetts General Hospital Physicians (FKA Massach... |
| 1002098123 | Priya Desai | Boston | MA | 800.555.2367 | Pathology | Massachusetts General Hospital | Massachusetts General Hospital Physicians (FKA Massach... |
| 1002865589 | Anthony Rivera | Boston | MA | 800.555.3409 | Surgery - General Surgery | Massachusetts General Hospital | Massachusetts General Hospital Physicians (FKA Massach... |
| 1002861120 | Chloe Bennett | Boston | MA | 800.555.1189 | Internal Medicine | Massachusetts General Hospital | Brigham and Womens Hospital |
| 1003384444 | Robert Hayes | Boston | MA | 800.555.1995 | Critical Care (Intensivists) - Pediatric | Massachusetts General Hospital | Massachusetts General Hospital Physicians (FKA Massach... |
| 1003810448 | Megan Foster | Boston | MA | 800.555.0833 | Radiology - Radiation Oncology | Massachusetts General Hospital | Massachusetts General Hospital Physicians (FKA Massach... |
| 1003840122 | Kevin Wallace | Boston | MA | 800.555.8335 | Surgery - Orthopedic Surgery | Massachusetts General Hospital | Brigham and Womens Hospital |

© 2026 Definitive Healthcare, LLC. All rights reserved.

## Build your dataset around your strategy

Choose from more than 300+ attributes across healthcare organizations, executives, physicians, clinical metrics, and financial performance.

**Powered by Definitive Healthcare's Atlas Dataset**

### Healthcare Organizations

- → Hospitals, IDNs, clinics, ambulatory centers
- → Bed size, ownership, network affiliations
- → Geographic coverage and facility details
- → Technology installations
- → Accreditations and designations

### Healthcare Executives

- → C-suite and senior decision makers
- → Contact Information
- → Organizational role and tenure
- → Board memberships and affiliations

### Physicians & Specialists

- → Specialty, subspecialty, credentials
- → Practice locations and affiliations
- → Contact Information

### Financial & Clinical Metrics

- → Revenue, net patient revenue, operating margin
- → Payer mix and reimbursement profiles
- → Clinical volume by service line
- → Quality scores and outcomes data
- → Purchasing patterns and vendor relationships

**9,000+**
Hospital and IDN profiles across the U.S.

**3M+**
Physicians, nurses, and allied health professionals

**300+**
Data attributes available for mapping

**4K+**
ACOs, HIEs, and payor profiles

MILLENNIA

**CUSTOMER STORY**

Learn how Millennia gained market insight by integrating our data into Salesforce

**Read the full story →**

© Definitive Healthcare, LLC. All rights reserved.

## Easy to configure, easy to maintain

DefinitiveConnect is a native Salesforce application available on the Salesforce Appexchange. Utilizing the DefinitiveConnect managed package, you can easily control how the data flows in, which fields land where, and how often records update, without writing code.

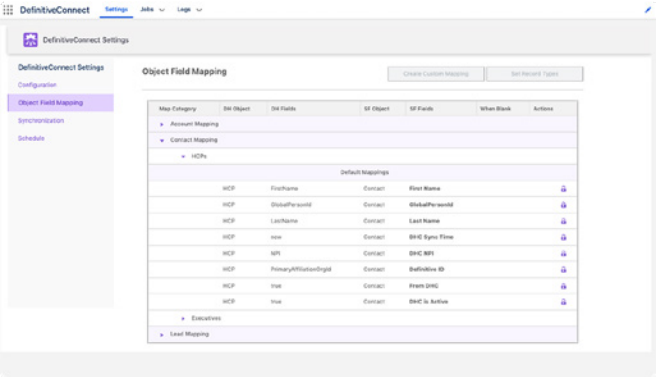
### Available on the AppExchange

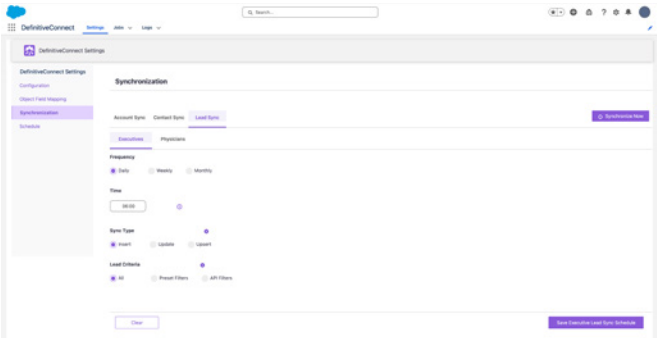
When you install the DefinitiveConnect managed  package into your Salesforce instance. Upgrades, security reviews, and compatibility are handled by Definitive Healthcare as the publisher.

---

### Point-and-click field mapping

Choose from 27 key fields out of the box and map over 300 more through a picklist-driven interface.



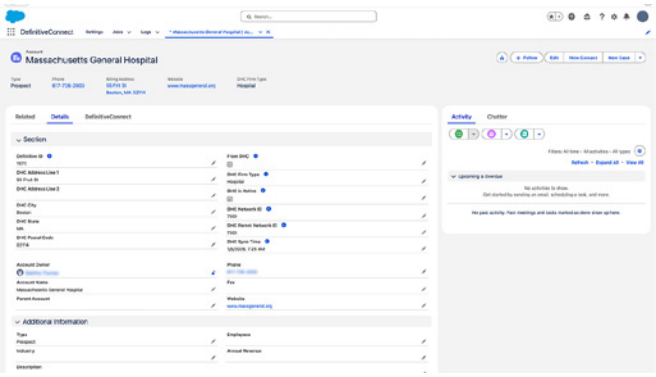




### Flexible synchronization schedules

Set frequency, time, and sync type for account, contact, and lead records independently.

### Flexible configuration without custom code

Control mapping, updates, and display rules without IT dependency.




**Ready to put healthcare intelligence in Salesforce?**
Request a demo | Contact us

© 2026 Definitive Healthcare, LLC. All rights reserved.