Definitive Healthcare

Healthcare audiences built for B2B healthcare marketing

Reach the organizations and leaders driving healthcare forward

Healthcare marketing is most effective when you engage both the organizations shaping care delivery and the executives responsible for strategic decisions. Definitive Healthcare's Digital Audiences help marketers identify, segment, and activate targeted healthcare organizations and executive audiences built from trusted, verified healthcare intelligence.

Healthcare organization audiences

Reach the accounts that matter most

Target healthcare organizations based on attributes aligned to your ideal customer profile, helping you focus spend on the providers, systems, and networks most likely to engage.

Audience examples

- Integrated delivery networks (IDNs)
- Health systems
- Hospitals
- Physician groups
- Academic medical centers
- Accountable care organizations (ACOs)
- Healthcare networks and affiliations

Ideal use cases

- Account-based marketing (ABM)
- Demand generation campaigns
- Territory expansion
- Event and webinar promotion
- Strategic account prioritization
- Healthcare technology launches

Healthcare executive audiences

Reach the leaders behind healthcare decisions

Connect with executive leaders driving strategy, operations, finance, technology, and transformation: the decision makers who influence purchasing and priorities.

Audience includes

- Chief Executive Officers (CEOs)
- Chief Financial Officers (CFOs)
- Chief Operating Officers (COOs)
- Chief Information Officers (CIOs)
- Chief Medical Information Officers (CMIOs)
- Chief Medical Officers (CMOs)
- Chief Nursing Officers (CNOs)
- Chief Digital Officers
- VP Operations
- VP Clinical Operations

Ideal use cases

- Enterprise software marketing
- Executive event recruitment
- Thought leadership campaigns
- Digital transformation initiatives
- Strategic consulting and services
- Leadership engagement programs

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Reach both the account and the decision maker

Healthcare organization audiences
Identify and engage the providers, systems, and networks that align with your growth strategy.

Healthcare executive audiences
Connect directly with the leaders responsible for organizational priorities, investments, and transformation.

Why definitive healthcare?

Intelligence-powered audience activation

Definitive Healthcare is built on real healthcare intelligence. By combining all-payor claims data, healthcare organization and executive reference data, affiliation networks, and consumer insights, we deliver precise HIPAA-compliant audiences grounded in the relationships that drive healthcare decisions. With intelligence spanning 1.5 million healthcare executives and more than 300,000 organizations, agencies and brands gain unmatched visibility into the market for more effective targeting and higher performing campaigns.

300K+	1.5M	225m+
organizations	executives	consumers

Discuss your audience needs with us today Let's talk →

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