Definitive Healthcare

PhysicianView

Engage providers with the right message

Optimize your sales and marketing strategy with PhysicianView. Our comprehensive dataset delivers granular details on over 3 million physicians, nurses, and allied health professionals, so you can identify and engage the right providers with the most effective message.

Pinpoint providers and allied health professionals

Provider profiles include proprietary claims-based specialty designations, health system and network affiliations, telehealth usage and trends, and Medicare-based procedures and prescriptions. PhysicianView allows you to uncover top hospital and physician group affiliations, most-prescribed drugs by NDC code, and more to segment and effectively reach providers.

PhysicianView enables your team to:



Increase sales efficiency by delivering hard-to-find data on procedure history, prescription patterns, referral networks, patient populations and more.



Improve marketing campaign performance by creating specific segmentation and delivering targeted messages to key physicians.



Boost lead generation efforts by using physician affiliations and relationships with healthcare organizations to expand your addressable market.

Get started with these key use cases:

1. **Optimize Go-To-Market Planning** Precisely segment the provider market based on physician specialties, prescribing behaviors, and other characteristics like network and affiliations.
2. **Gain Market Intelligence** Understand the potential addressable segments within the physician market for your product, solution, or therapy with granular market-level search and filtering criteria.
3. **Guide Product Development** Identify, connect with and get insights from influential physicians in your target organizations, from consulting to beta testers.

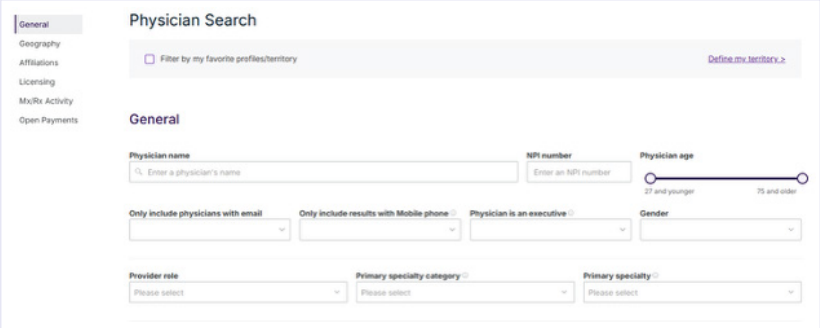
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Get a comprehensive view

PhysicianView gives you essential intelligence that powers your commercial strategy with access to:

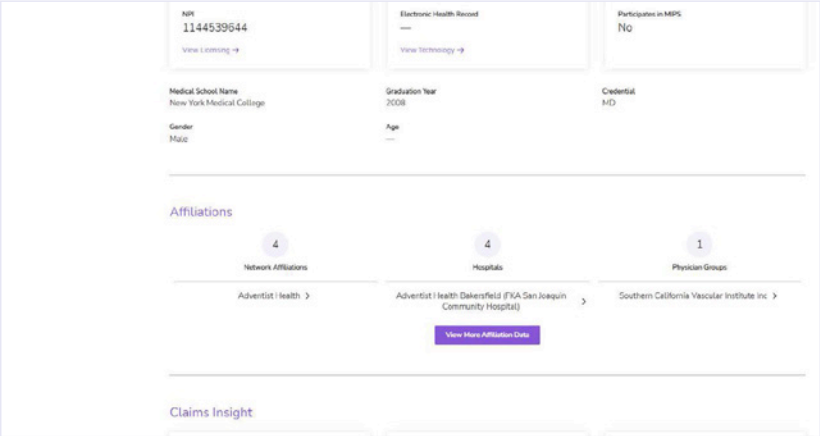
Supercharged market level searches:

Use 5 high-level categories and dozens of filtering criteria for specialty, affiliations, executives, technology, and more to easily identify and target the right physician groups.



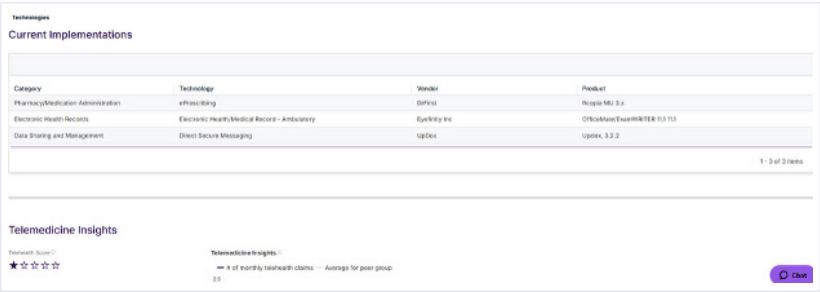
Detailed physician and allied health professional profiles:

Access over 3 million comprehensive physician and provider profiles with information on specialties, licensing, locations, affiliations, technology, and more.



Up-to-date technology usage and trends:

Get specific insights into which technology that physicians are currently using or likely to use, as well as how often they use telemedicine.



Visit us at definitivehc.com to learn more.

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