

# Essential healthcare commercial intelligence for facility services companies

## → Drive sales with best-in-class executive contact information

When it comes to providing facility management services for healthcare providers, there's nothing more important than keeping the hospital safe, clean, compliant and comfortable for patients and employees alike. No matter whom you're serving, having a clear understanding of a customer's needs can make all the difference. With healthcare commercial intelligence, you can tell a compelling value story that demonstrates your dedication to operational efficiency and win more business in an ultra-competitive environment.

## → Simplify sales pipeline development

- 1. Identify key decision-makers:** Use executive contact data to get in front of decision-makers responsible for facility service and supply agreements.
- 2. Map important relationships:** Understand whom you are selling to and what their pain points are using affiliation and GPO data.
- 3. Leverage the right metrics:** Use readmission, infection, HCACPS and other quality scores to guide your outreach.

## MAKE DECISIONS WITH CONFIDENCE



### Find more opportunities

Use facility information, executive contacts and dedicated RFP/CON lists to build your sales pipeline.



### Align your teams

Analyze target markets and customers across a range of data points to align your sales organization with valuable opportunities.



### Plan for the future

Harness the power of hospital financials, clinical procedure data, IDN/GPO affiliations, post-acute referral patterns and more to develop a strategic growth plan.

## DETAILED HEALTHCARE PROVIDER PROFILES

Book more meetings and close more deals with detailed account-level intelligence. Use purchasing data, affiliations, quality performance metrics and more to understand and address your customers' priorities, pain points and needs.

### Hospital Search

Clear This Tab Clear All Filters Search

General Filters Affiliations Accreditations/Facilities Financial Metrics Clinical Metrics CMS Programs Technologies Open Payments

Filter by My Watch List / My Territory Define My Territory

Hospital Name

Medicare Provider Number Definitive ID

Firm Type Hospital Type

Health System Long Term Acute Care Hospital  
Psychiatric Hospital  
Rehabilitation Hospital

Number of Medicare Certified Beds Number of Operating Rooms

Less than 25 25-49 1-4 5-7 8-10

Region State Geographic Classification

## EXECUTIVE CONTACTS AND DECISION MAKERS

Build your marketing database with accurate, up-to-date contact information for executives and leaders with purchasing power.

### Physician Group Executive Search

Clear Filters Search

Filter by My Watch List / My Territory Define My Territory

Executive Name Company Name

Email Address Executive ID

Definitive ID

Title

Separate your search terms with OR, AND, or AND NOT operators to broaden or narrow your search. Also use parentheses to allow for more advanced logic. See this [Help Center article](#) for more information.

Functional Group Standardized Title Position Level

Administrative/Human Resources Board of Directors/Trustees Chief Executive/President/Administrator Finance/Accounting Chief Executive Officer Chief Financial Officer Chief Human Resources Officer Chief Information Officer Board of Directors C-Level Manager/Director Other

Physician Group Type

Academic/Faculty Practice

## MEASURE PERFORMANCE WITH MEDICARE QUALITY METRICS

Use quality data like patient surveys, readmission rates, infection measures and more to target the healthcare providers who would benefit most from your services.

### Quality Metrics Search

How to use Quality Metrics Clear This Tab Clear All Filters Search

General Filters CMS Program Scores Readmission Rates HCAHPS Complication & Mortality Infection Measures Process of Care

Outpatient Imaging Efficiency Pay't & Volume

Filter by My Watch List / My Territory Define My Territory

Hospital Name

Definitive ID Medicare Provider Number

Hospital Type Number of Staffed Beds Ownership

Childrens Hospital Less than 25 25-49 50-99 Governmental - City  
Critical Access Hospital Governmental - City-County  
Department of Defense Hospital Governmental - County  
Health System Governmental - Federal

Integrated Delivery Network Part of Hospital Network Part of ACO

Region State

West AL  
Midwest AR  
Southwest AS  
Southeast



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