

# Essential healthcare commercial intelligence for insurance companies

## → Expand your network with deep provider insights

If you want to assess and quantify risk effectively, you need more than just data. You need intelligence. Whether you provide health, business or employer-related insurance, our healthcare commercial intelligence gives you the perspective necessary to tailor your solutions to your customers' specific needs.

## → Elevate your strategy

- 1. Increase clarity:** Evaluate risk profiles using intelligence on the complexity and invasiveness of procedures performed.
- 2. Gain deeper insights:** Improve your competitive edge by understanding payor mix in target accounts.
- 3. Ensure accuracy:** Verify information provided in applications for business and employer policies using a unified source of truth.
- 4. Forecast demand:** See provider organizations by region, affiliation, specialty, construction activity and more to understand local market needs and where potential customers are building.

## DISCOVER OPPORTUNITIES ACROSS THE INSURANCE ECOSYSTEM



### Find new members

Leverage medical claims, affiliation, financial and clinical metrics to target new members for recruitment.



### Create competitive differentiation

Utilize market news and analysis to advise clients on their markets' most defining trends, building trust and providing value beyond typical payer-customer relations.



### Act faster on key prospects

Swiftly analyze prospect risk profiles based on procedure type and volume to find customers with unique insurance needs and match them to your service offerings.

# Sharpen your strategy with healthcare commercial intelligence

## DETAILED PHYSICIAN PROFILES

Get a comprehensive look into millions of physician, NP, PA and allied health professional profiles to engage the right providers with the right message.

The screenshot shows a detailed profile for a physician in the field of Surgery - General Surgery. The page has a navigation bar with tabs for Summary, Practice Locations, Affiliations, Medicare Claims, Medical Claims, Rx Data, Open Payments, and Durable Medical Equipment. The 'Medical Claims' tab is active. Below the navigation, there's a 'Licensing' section. The main content area is divided into three columns: 'Role' (Physician), 'Phone', and 'Primary practice' (Memorial Hospital E...). The 'Role' section includes 'Primary specialty' (Surgery - General Surgery) and 'Claims based primary specialty' (General Surgery). The 'Phone' section includes 'Email' and 'Fax'. The 'Primary practice' section includes 'Google Maps' and 'More Locations'.

## SLICE MARKET DATA TO YOUR EXACT SPECIFICATIONS

Access billions of commercial claims to tailor your outreach to the highest-value prospects.

The screenshot shows a dashboard for 'Physician Procedure Analytics'. The top navigation bar includes HospitalView, PhysicianView, PhysicianGroupView, ConnectedCareView, SurgeryCenterView, LongTermCareView, and ClinicView. Below this, there are tabs for Latitude Reporting, PatientFinder, DHC Visuals, Expert, and My Definitive. The 'Latitude Reporting' tab is active. The dashboard includes a 'Update Results' button, 'Clear Filters', and 'View Criteria' section. The 'View By' dropdown is set to 'Physician' and the 'Claim Year' dropdown is set to '2021 through November'. A 'Procedure Criteria' section is visible. A note states: 'NOTE: Due to the vast amount of data being reviewed for this report, any analysis with no filters could be so Procedure Codes, States, etc.'. The main content area is titled 'Physician Procedures by Provider' and includes a note: 'Commercial claims data is sourced from multiple medical claims clearinghouses in the United States. Data is updated'. There is an 'Export to Excel' link.

## BUILD OUT YOUR BUSINESS DEVELOPMENT

Find new practices in areas with growing populations to expand your network pipeline.

The screenshot shows a 'Physician Group Search' interface. The top navigation bar includes General Filters, Specialties, Affiliations, Procedures, and Medicare Incentive and Quality Programs. The 'General Filters' tab is active. Below the navigation, there is a 'Filter by My Watch List / My Territory' section with a 'Define My Territory' link. The search criteria include 'Physician Group Name', 'Group Practice PAC ID', and 'Definitive ID'. The 'Physician Group Type' dropdown menu is open, showing options: Academic/Faculty Practice, Independent Practice Association, and Single/Multi-Specialty Physician Group.

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