

# Understand your customer's training and development needs

Healthcare moves fast. From changes in the regulatory environment to advances in standards of care, there are always new training needs for clinical staff. As an organization focused on educating employees, you know how challenging it can be to form the right partnerships with providers to help them meet all their training and development goals. With Definitive Healthcare, you'll have access to executive contacts, organizational charts, provider specialty information and more to help you find the right customers in need of your services.

## → Navigate smarter

1. **View staff credentials:** Understand clinical teams' education, qualifications and professional associations to determine how you can provide training value-add.
2. **Identify key decision-makers:** Find clinical leadership responsible for CME credit management.
3. **Recruit expert speakers:** Identify KOLs across a wide variety of therapy areas to lead trainings or speak at conferences.

## MAKE INFORMED DECISIONS



### **Partner confidently:**

Leverage detailed facility information to engage prospects with an understanding of their training goals and needs.



### **Drive sales optimization:**

Use RFPs/CONs and demographic data at target accounts to inform your value proposition.



### **Leverage field-specific expertise:**

Develop compelling employee learning and development offerings through relationships with leading experts in the fields you specialize in.

## DETAILED PHYSICIAN PROFILES

Get a comprehensive look into millions of physician, nurse and allied health professional profiles to find the providers who could benefit from your programs.

## FIND AUTHORITATIVE VOICES

Use our KOL search to find the speaker for your next webinar or conference.

## MAKE THE RIGHT CONNECTIONS

Use our executive search feature to find clinical leadership responsible for staff learning and development.

→ Visit us at [Definitivehc.com](https://definitivehc.com) to learn more.