



Unlocking the value of healthcare reference and affiliation data


A Definitive Healthcare report

Written by:

Nicole Witowski, Senior Content Writer

Contributions and peer review by:

Maggy Tieche, Market Research Manager



“In healthcare, reference and affiliation data can be mined in multiple ways to grow your business.”

Many of us have heard the metaphor “data is the new oil.” It’s a reflection on the value of data — if it’s properly mined, refined, and turned into something useful.

In healthcare, reference and affiliation data can be mined in multiple ways to grow your business. It often seems like the healthcare industry gets more complex by the day. If you’re going to sell into this ecosystem — and beat your competition — then you need reference and affiliation data to find the people and organizations who need your drug, device, or product.

That’s what reference and affiliation data provide — detailed intelligence about the relationships and connections between healthcare providers (HCPs) and healthcare organizations (HCOs). For example, who works at which hospital, which ACO owns which ambulatory care center, which billing offices manage which provider group — and so much more.

To better understand how organizations of all sizes are leveraging data — and which vendors are leading the way — Definitive Healthcare partnered with an independent research firm to conduct a survey on reference and affiliation data usage among life science companies and healthcare providers.

Data
is the
new oil.



The survey included professionals from pharmaceutical, biotechnology, and medical device companies, as well as hospitals, large physician practices, and integrated delivery networks (IDNs).

In this report, you’ll learn why these individuals almost unanimously prefer the Atlas Dataset from Definitive Healthcare for reference and affiliation data. In fact, the survey showed that for each of the top 10 use cases, Definitive Healthcare ranked first or second. You’ll also learn what types of data matter most when companies are targeting prospects, and why parent-child relationships are critical for mapping out your sales strategy.

Key takeaways

An independent third-party research firm found that Definitive Healthcare is a top choice for healthcare reference and affiliation data for life science companies and healthcare providers. Here's what respondents had to say:

- **Vendor preferences:** Definitive Healthcare's Atlas Dataset ranked 1st or 2nd out of all other vendors for the top 10 use cases for healthcare reference and affiliation data.
- **Major use cases:** Understanding the composition of health systems is the leading use case among healthcare providers (76% of respondents), while provider segmentation is the top use case among life science teams (68% of respondents).
- **Importance of data:** Almost all survey respondents (94%) said analytics on healthcare reference, affiliation, and real-world data play an important role in their organization.
- **Buying considerations:** Completeness, accuracy, and ease of access are top of mind for industry leaders when making a purchase decision.
- **Challenges to access:** Only 56% of life science organizations and 42% of healthcare provider organizations said they have the data and insights they need to identify the right prospects. And they're spending too much time managing data and matching datasets.
- **Parent-child relationships:** Respondents from biotechnology and medical device companies ranked Definitive Healthcare as having the best intelligence to understand parent-child relationships between health systems and facilities by a two-to-one margin over the competition. Among current and former Definitive Healthcare users, that margin is three-to-one.



Major use cases for healthcare reference and affiliation data

Life science and healthcare provider leaders are adopting healthcare reference and affiliation data for a broad range of use cases, from discovering where patients are seeking care to uncovering which providers have industry influence.

When it comes to the top use cases for healthcare reference and affiliation data, respondents ranked Definitive Healthcare first or second out of all other vendors.

TOP USE CASES

Healthcare provider organizations



78%
Understanding composition of healthcare systems



72%
HCP targeting



70%
Identifying physicians to recruit



64%
Identifying independent vs owned practices



64%
Referral network analysis (keepage/leakage analysis)

Life science organizations



68%
Segmenting providers and organizations



66%
Market sizing / forecasting



56%
Identify decision-makers and influencers



52%
Commercial targeting



50%
Finding the right physicians



More than half of life science respondents ranked Definitive Healthcare among the top three vendors when it comes to understanding the total addressable market. Definitive Healthcare also ranked among the best at uncovering net new physicians or healthcare organizations, helping organizations segment and target the market, and increasing market visibility and capturing market share.

TEAMS LEADING USAGE

Healthcare provider organizations



Life science organizations



The survey also looked at who leverages healthcare reference and affiliation data. At healthcare provider organizations, strategy teams (80%) are the main users. Sales teams (82%) lead usage at life science organizations. Marketing was a top response among both respondent groups.

What organizations say they need

Healthcare reference and affiliation data run the gamut, from firmographic, geographic, and financial data on hospitals and health facilities to demographic, contact, and location information on healthcare providers (HCPs). According to the survey, the types of data that matter most to life science and healthcare provider organizations are:

TYPES OF DATA

What types of healthcare reference data matters most to you?

Please rank the top 5 selections in order starting with 1 as the most important.

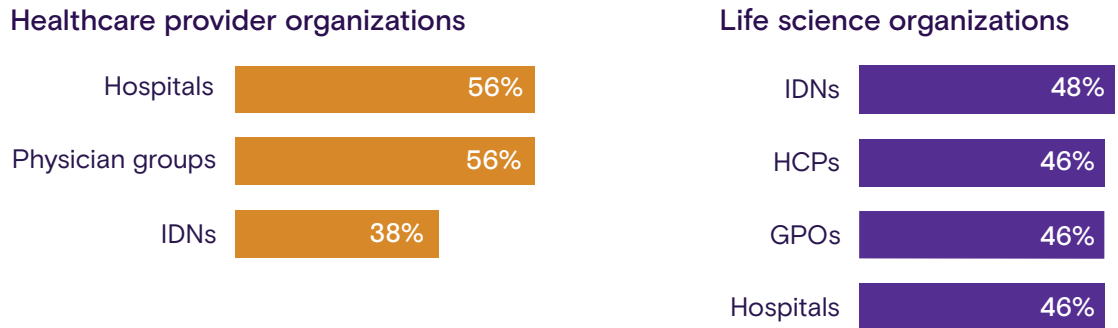
Healthcare provider organizations	Rank	Life science organizations
Clinical volumes and activity	1	Prescribing volumes and metrics
Physician and HCP affiliations across facilities	2	Clinical volumes and activity
Financial metrics	3	Physician and HCP affiliations across facilities
Quality metrics	4	Purchasing relationships
Sizing and operating metrics (bed size, discharges, length of stay)	5	Quality metrics

Leaders at healthcare provider organizations said clinical volumes and activity matter most, followed by physician and healthcare professional (HCP) affiliations and financial metrics. Life science organizations ranked prescribing volumes and metrics, clinical volumes and activity, and physician and HCP affiliations among the most important kinds of data.

Respondents ranked Definitive Healthcare a leading vendor for these types of critical data. A third of life science companies said Definitive Healthcare has the most quality, clinical, and financial metrics compared to all other vendors.

TYPES OF AFFILIATIONS

What types of affiliations, network connections, and provider relationships between healthcare organizations (HCOs) and/or healthcare providers (HCPs) matter most to you?



When it comes to affiliations data, respondents said hospitals (56%), physician groups (56%), and integrated delivery networks (IDNs) (38%) matter most to healthcare provider organizations. For life science organizations, IDNs (48%), healthcare providers (46%), group purchasing organizations (46%), and hospital (46%) affiliations are paramount.

Respondents from biotechnology and medical device companies ranked Definitive Healthcare as having the best intelligence to understand parent-child relationships between health systems and facilities by a two-to-one margin over the competition. Among current and former Definitive Healthcare users, that margin is three-to-one.



Definitive Healthcare has the data that matters most to life science and healthcare provider organizations. [The Atlas Dataset](#) brings multiple datasets together — from reference and affiliation data to all-payor claims, prescription claims, and expert data — to deliver unparalleled healthcare commercial intelligence.

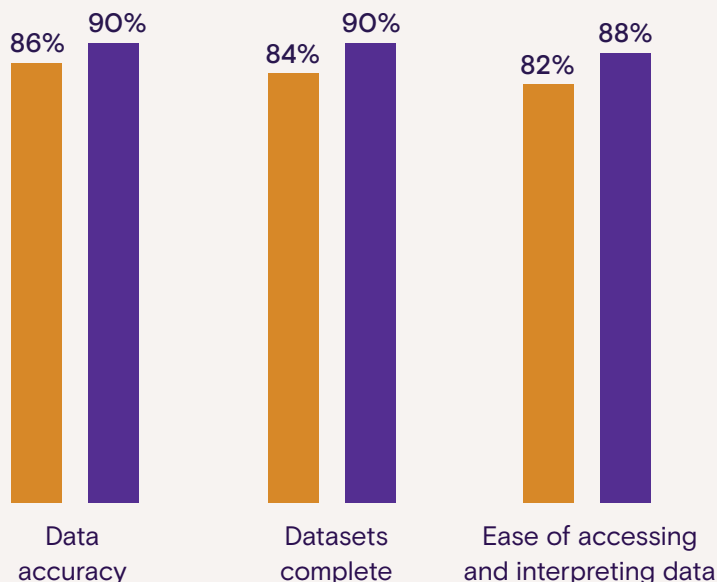
The biggest factors that influence buying decisions

Not all healthcare reference and affiliation data are created equal, so choosing the right vendor is critical. When choosing a vendor, survey respondents ranked these factors among the most important:

DATA FACTORS

Percentage of respondents who rated the following factors “very important”:

■ Healthcare provider organizations ■ Life science organizations



Organizations said the accuracy of the data, the completeness of the datasets, and the ease of accessing and interpreting data were the most important factors when evaluating vendors. These are the key factors that both life science and healthcare provider companies consider when seeking the Atlas Dataset.

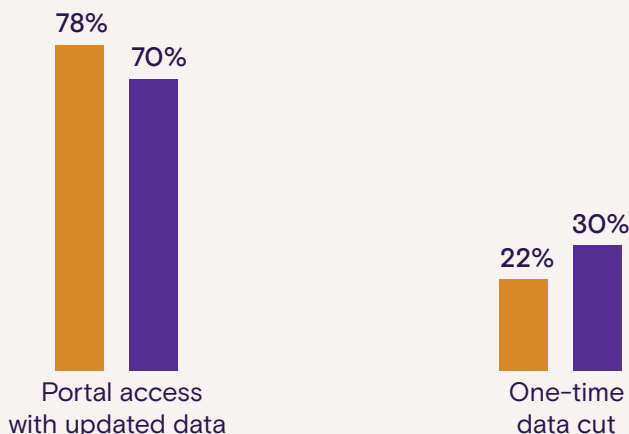
Raw data, like oil, needs to be refined to be valuable. [The Atlas Dataset](#) uses natural language processing and geolocation to provide accurate and comprehensive information on entities across the healthcare ecosystem.

In addition, organizations preferred portal access with updated data over one-time data cuts. This preference was stronger among healthcare provider organizations.

SOFTWARE FUNCTIONALITY

Select which option more closely aligns with your organization’s use of data currently.

■ Healthcare provider organizations ■ Life science organizations



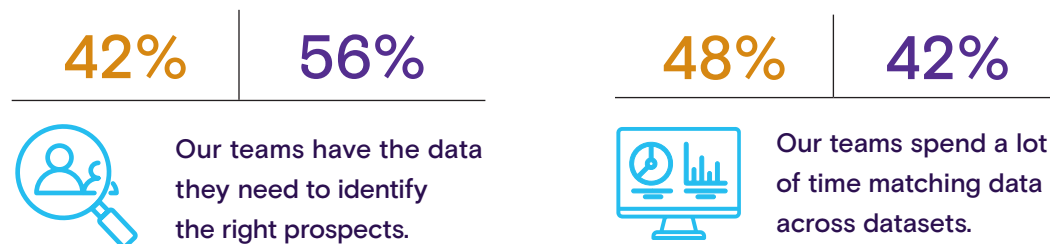
Challenges to access

Although most organizations surveyed (94%) said analytics on healthcare reference, affiliation, and real-world data play an important role in their organization, respondents struggle to access the data they need.

TOP CHALLENGES TO ACCESS

Percentage of respondents who “agree” or “highly agree” with the following statements:

■ Healthcare provider organizations ■ Life science organizations



Only 56% of life science organizations and 42% of healthcare provider organizations said they have the data and insights they need to identify the right prospects. It’s also common for organizations to use resources on basic tasks, according to respondents. Forty-eight percent of healthcare provider organizations and 42% of life science organizations said they spend a lot of time matching data across datasets. These barriers can prevent organizations from capturing the full potential of healthcare reference and affiliation data.



What it all means

The survey results underscore the crucial role that healthcare reference and affiliation data play at life science and healthcare provider organizations. It also highlights the need to choose the right vendor to capture the full value of healthcare data. According to survey respondents, Definitive Healthcare is a leading vendor for reference and affiliation data. The Atlas Dataset ranks first or second out of all other vendors for the top 10 use cases for healthcare reference and affiliation data.

Study methodology

A leading independent market research firm conducted the survey on behalf of Definitive Healthcare in November 2022. The survey polled 100 leaders among life science and healthcare provider organizations.

About healthcare reference and affiliation data

Healthcare reference and affiliation data refer to firmographic, location, and financial data on hospitals and healthcare facilities and demographic, contact, and location information on healthcare providers (HCPs).

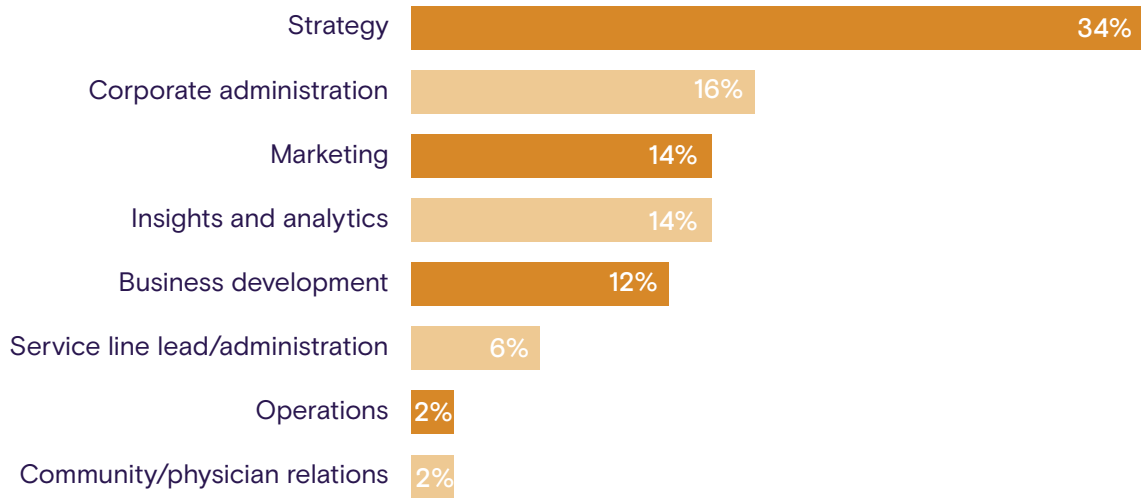
Affiliations refer to how these organizations and HCPs are connected to hospitals, physician groups, integrated delivery networks (IDNs), accountable care organizations (ACOs), group purchasing organizations (GPOs), and other healthcare networks and systems.

About the respondents

The survey included 100 professionals from pharmaceutical, biotechnology, and medical device companies, as well as hospitals, large physician practices, and integrated delivery networks (IDNs).

HEALTHCARE PROVIDER ORGANIZATION RESPONDENTS

Functional area

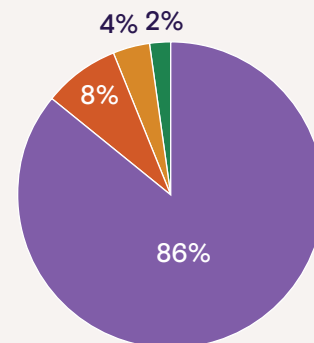


Position level

Director	24%
Vice president	20%
Senior director	18%
C-suite	18%
Senior vice president	8%
Coordinator	4%
Manager	4%
Analyst	2%
Specialist	2%

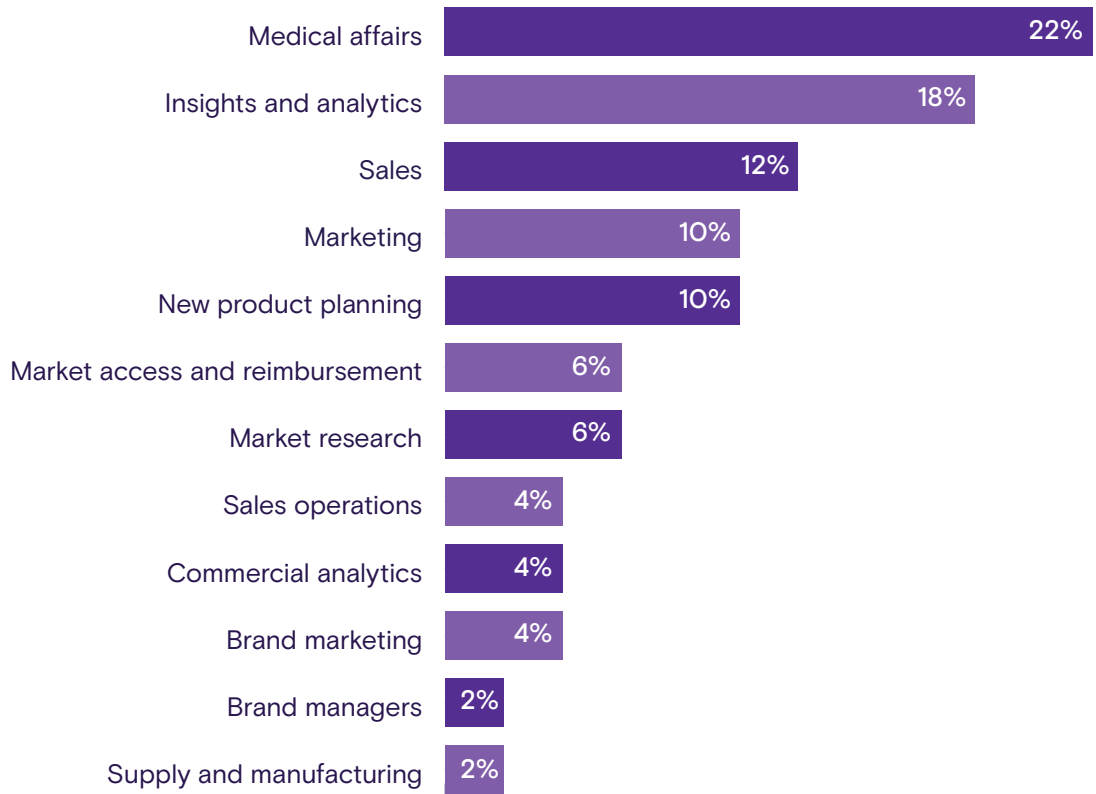
Organization type

- Hospital/health system
- Physician group
- Other type of outpatient center/clinic
- Post-acute/long-term care facility



LIFE SCIENCE ORGANIZATION RESPONDENTS

Functional area

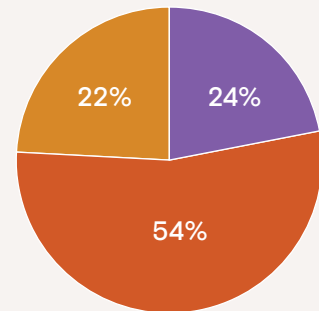


Position level

Director	40%
Vice president	28%
Senior director	12%
Manager	8%
C-suite	8%
Senior vice president	2%
Associate	2%

Organization type

- Medical device
- Biotechnology
- Pharmaceutical



Medical affairs, insights and analytics, and sales were the most common job functions among life science organization respondents, with all three roles accounting for 52% of respondents.

Strategy, corporate administration, and marketing were the most common job functions among healthcare provider organization respondents, collectively accounting for 64% of respondents.

Most respondents were at the director, vice president, and senior director levels, which accounted for 80% of life science and 68% of healthcare provider organization respondents.



About Definitive Healthcare

At Definitive Healthcare, our mission is to transform data, analytics, and expertise into healthcare commercial intelligence. We help clients uncover the right markets, opportunities, and people, so they can shape tomorrow's healthcare industry. Our SaaS platform creates the path to commercial success in the healthcare market, so companies can identify where to go next.

For more information, visit definitivehc.com.

Interested in discovering how we can help grow your business? **Start a free trial** or contact your Definitive Healthcare sales executive to learn more.