

Provider Market Insights

Reach the right audience with precise targeting

Imagine trying to create a compelling marketing campaign without understanding your audience.

Inovalon's Provider Market Insights™ does the digging for you. You'll get answers to the big questions – like which providers are treating which patient populations, their prescribing patterns and preferences, and even demographic and social data.

With this targeted information in mind, you can craft messaging that resonates with your audience and back it up with data evidence.

Advantages for Your Organization

-  Understand the influence of individual and organized providers within the market.
-  Prioritize provider customers based on key performance indicators and benchmarks.
-  Make smarter, data-backed decisions about where and how to use commercial investments.
-  Develop targeted, differentiated customer messaging and value propositions.

Data Highlights

**300M+**

Unique Patients

**99B+**

Medical Events

**1.1M+**

Physicians

**733K+**

Clinical Facilities

Solution Features



Access a nationally representative, connected dataset of provider data, claims, and Medicaid, Medicare, and commercial lines of businesses.



Gain a comprehensive view of physicians, healthcare organizations, and integrated delivery networks to understand provider behavior and market influence.



Prioritize customers and make data-backed decisions about how to allocate resources based on market and competitive data.



Evaluate market position based on real-world care and treatment patterns.



Identify the demographic and socioeconomic characteristics of target populations, with details of 50+ social drivers at a granular, geographic level.



Understand how providers manage patients in different settings – including ER, hospitalizations, post-acute care, home health, lab, and pharmacy – while analyzing utilization and cost of care at the provider, facility, and health system levels.