Definitive Healthcare Launches Latitude Reporting for Custom Patient Cohort Creation and Analytics

October 18, 2021

Life sciences companies can perform rapid, iterative analysis on medical and prescription claims data to develop customized reports that accelerate go-to-market activities

FRAMINGHAM, Mass.--(BUSINESS WIRE)--Oct. 18, 2021-- **Definitive Healthcare** (Nasdaq: DH), an industry leader in healthcare commercial intelligence, today announced the availability of Latitude Reporting, a new product that allows users to build in real-time custom patient cohorts targeting specific disease states. With Latitude Reporting, users can quickly perform iterative analysis on real-world data to gain actionable intelligence that accelerates their go-to-market strategy.

“Our customers tell us that they’re swimming in healthcare data and they’ve been begging us for a tool like Latitude Reporting,” said Kate Shamsuddin Jensen, Chief Product Officer at Definitive Healthcare. “Instead of waiting days or weeks for reports, Latitude Reporting enables users to sort through billions of commercial medical and prescription drug claims to explore, evolve and refine results as they go. Whether someone works in product development, sales, marketing, clinical affairs or medical affairs, they can use Latitude Reporting to get the intelligence needed to make informed commercial decisions.”

With billions of claims regarding diagnoses, procedures, prescriptions, and other clinical attributes, Latitude Reporting allows users to rapidly adjust search parameters to identify and examine their ideal patient population from different perspectives to optimize their commercial strategies. Users can perform analysis when they want and as frequently as they want to gain valuable insights on specialized patient cohorts.

Key capabilities of Latitude Reporting include:

- The ability to quickly create new patient cohorts for analysis and reporting using any combination of diagnosis, procedure or prescription code sets with additional filters available on patients and providers
- Visual presentation of commercial intelligence on providers, patients, geographies and payors that provides instant insights into the characteristics of a selected cohort
- Customizable and flexible reports to explore a patient cohort from multiple perspectives and update existing reports with the latest data

As part of the Definitive Healthcare platform, Latitude Reporting gives users the ability to understand the real-world data in the context of the larger healthcare landscape. Life science companies can leverage Latitude Reporting in concert with the **PhysicianView** data product to map decision-making entities, size total addressable markets, access contact data for buyers and decision makers and more.

“We’re really proud of how Latitude Reporting empowers our users to seek out the intelligence needed to bring their treatment or device to market more quickly and effectively,” said Jason Krantz, CEO and founder of Definitive Healthcare. “Latitude Reporting is a great example of how we continue to innovate and grow our product offering to deliver new types of healthcare commercial intelligence.”

Request a demo of Latitude Reporting at definitivehc.com/free-trial.

About Definitive Healthcare

At Definitive Healthcare, our passion 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 new paths to commercial success in the healthcare market, so companies can identify where to go next. Learn more at definitivehc.com.

Forward-Looking Statements

This Press Release contains forward-looking statements, including, without limitation, statements concerning the conditions of our industry and our operations, performance and financial condition, including in particular, statements relating to our business, growth strategies, product development efforts and future expenses. All statements regarding Definitive Healthcare other than statements of historical fact or relating to present facts or current conditions included in this Press Release are forward-looking statements. Forward-looking statements can be identified by words such as “anticipates,” “intends,” “plans,” “seeks,” “believes,” “estimates,” “expects” and similar references to future periods, or by the inclusion of forecasts or projections. Examples of forward-looking statements include, but are not limited to, statements we make regarding the outlook for our future business and financial performance.

Forward-looking statements in this Press Release are based on our current expectations and assumptions regarding our business, the economy and other future conditions. Because forward-looking statements relate to the future, by their nature, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. As a result, our actual results may differ materially from those contemplated by the forward-looking statements. Important factors that could cause actual results to differ materially from those in the forward-looking statements include the following: an outbreak of disease, global or localized health pandemic or epidemic, or the fear of such an event (such as the COVID-19 global pandemic), including the global economic uncertainty and measures taken in response; the short- and long-term effects of the COVID-19 global pandemic, including the pace of recovery or any future resurgence; our ability to implement and execute our strategic plans to transform the business; our ability to develop or sell solutions in a timely manner or maintain client relationships; competition for our solutions; harm to our brand and reputation; unfavorable global economic conditions; risks associated with operating and expanding internationally; failure to prevent cybersecurity incidents or the perception that confidential information is not secure; failure in the integrity of our data or the systems; experiencing system failures and personnel disruptions, which could delay the delivery of our solutions to our clients; losing access to data sources; failure of our software vendors and network and cloud providers to perform as expected or if our relationship is terminated; loss or diminution of one or more of our key clients,

business partners or government contracts; dependence on strategic alliances, joint ventures and acquisitions to grow our business; our ability to protect our intellectual property adequately or cost-effectively; claims for intellectual property infringement; interruptions, delays or outages to subscription or payment processing platforms; risks related to acquiring and integrating businesses and divestitures of existing businesses; ability to retain members of the senior leadership team and attract and retain skilled employees and compliance with governmental laws and regulations. Additional factors or events that could cause our actual performance to differ from these forward-looking statements may emerge from time to time, and it is not possible for us to predict all of them. These factors include but are not limited to those described under “Risk Factors” in Definitive Healthcare’s registration statement relating to the offering. Should one or more of these risks or uncertainties materialize, or should any of our assumptions prove incorrect, our actual financial condition, results of operations, future performance and business may vary in material respects from the performance projected in these forward-looking statements.

Any forward-looking statement made by us in this Press Release speaks only as of the date on which it is made. Definitive Healthcare undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law. The underwriters and their affiliates (collectively, the “Underwriters”) have not conducted any investigation with respect to the information in this Press Release, and the Underwriters and Definitive Healthcare expressly disclaim any and all liability for representations, expressed or implied, contained in, or for omissions from, this Press Release or any other written or oral communication transmitted to any interested party in the course of its evaluation of Definitive Healthcare. Only those particular representations and warranties that may be made by Definitive Healthcare in a definitive written agreement, when and if one is executed, and subject to such limitations and restrictions as may be specified in such agreement, shall have any legal effect. Certain information contained in this Press Release has been obtained from sources outside of Definitive Healthcare. While such information is believed to be reliable for the purposes used herein, neither Definitive Healthcare nor any of its affiliates, directors, officers, members, employees, agents or advisors assume any responsibility for the accuracy of such information.

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