



Definitive Healthcare  
550 Cochituate Road  
Framingham, MA 01701

July 7<sup>th</sup>, 2018

The University of Mississippi Medical Center  
2500 North State Street  
Jackson, MS 39216

Dear Nathalya,

- 1) Definitive Healthcare is the leading provider of data, intelligence and analytics on the healthcare provider market. Its product is unique and unmatched in the marketplace because it combines robust proprietary market research data, regulatory data and daily industry news and events that are all updated in real-time and provided in a user-friendly and state-of-the-art web application. There is not a single source solution that provides the amount or type of data needed for UMMC to conduct its business objectives outlined in #2 below. UMMC would have to source this data from multiple disparate sources, which would not be cost-effective and cumbersome to use, and ultimately a wasted investment unless they go to the leading, single source provider in Definitive Healthcare.
- 2) UMMC will leverage the data and intelligence this product provides to analyze the healthcare landscape and understand competitive analysis such as patient leakage and referral patterns to increase market share and revenue. The objectives this will meet will be a full understanding of the locations of both facilities and physicians that are working with competitors, financial performance of surrounding facilities, patient leakage, affiliations and areas to improve market share.
- 3) Definitive Healthcare has no resellers and can only be purchased through Definitive Healthcare.

  
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