Emporia

Verified Audiences That Sit at the Intersection of Healthcare And B2B.

Access NPI-verified clinicians, health-system executives and hard-to-reach decision makers that other panels can't provide. Every Emporia respondent has an audit-ready data trail so you can rest easy knowing that bad actors will never hit your dataset.

800M+ EMPLOYEE RECORDS

75M+ ORGANIZATIONS

200+ TARGETABLE ATTRIBUTES

100% VERIFIED RESPONDENTS

DATA FOUNDATION — Definitive Healthcare — 15+ Data Partnerships — NPI-Verified HCP Profiles — Monthly Data Refreshes

Healthcare Targeting Attributes

Firmographics
Industry, revenue, employee count, named-account membership

Prescribing Behavior
Rx activity by drug class & NDC

Practice Setting
Academic medical center, community, ASC, private practice, rural / critical-access

Clinical Activity
Claims-informed procedure & diagnosis volumes (ICD / CPT level)

Affiliations
Current & historical hospital, health-system, IDN & group ties — incl. strength of affiliation

Specialty & Sub-Specialty
NPI-registry primary & secondary specialty designations

Seniority & Function
C-suite to attending; clinical vs. admin vs. IT roles

Org Attributes
Bed count, system size, IDN membership, EHR & technology install

Emporia's Signature Audiences: Where Healthcare Meets B2B

Healthcare Technology Buyers
- Hospital CIOs / ITDMs Buying Clinical Software
- EHR, ERP & RCM Platform Decision-Makers
- Cybersecurity Buyers at Health Systems
- Digital Health & Telehealth Purchasers
- AI / Analytics Adopters in Clinical Settings

Health IT & Clinical Informatics
- Hospital CIOs / CTOs / CISOs
- CMIOs & CNIOs
- IT Directors & EHR Analysts
- Clinical Informatics & Data Teams
- Digital Health & Telehealth Program Leads
- Targetable by EHR Install & Technology Stack

Healthcare Business Functions
- Health-System Finance & Ops Decision-Makers
- HR & Talent Leaders at Provider Organizations
- Marketing Leaders at Hospitals & Payers
- Healthcare Buying Committees vs. General B2B

Life Sciences Industry-Side
- Pharma / Biotech: Medical Affairs, MSLs, Regulatory, Market Access, Commercial
- Medtech: R&D, Clinical, Sales & Marketing Leadership
- CRO & Lab Services Professionals

Healthcare Audiences

Physicians by Specialty
- Anesthesiology
- Cardiology: incl. Interventional & EP
- Dermatology
- Emergency Medicine
- Endocrinology / Diabetes
- Family & Internal Medicine / PCPs
- Gastroenterology
- Hematology / Oncology
- Infectious Disease
- Nephrology
- Neurology & Neurosurgery
- OB/GYN
- Ophthalmology & Optometry
- Orthopedic Surgery
- Pathology & Lab Medicine
- Pediatrics & Pediatric Subspecialties
- Psychiatry & Behavioral Health
- Pulmonology / Critical Care
- Radiology: Diagnostic & Interventional
- Rheumatology
- General, Vascular, Plastic & Cardiothoracic Surgery
- Urology

Nursing & Advanced Practice
- Chief Nursing Officers / Nurse Execs
- Nurse Managers & Directors by Unit
- RNs: ICU, OR, ED, Oncology, Med-Surg
- Nurse Practitioners & Physician Assistants
- CRNAs: incl. Rural Surgical & Critical-Access Settings
- Nurse Informaticists

Allied Health & Clinical Ops
- Pharmacists: Health-System, Retail, Specialty
- Physical / Occupational / Speech Therapists
- Radiology & Imaging Technologists
- Lab Directors & Clinical Lab Scientists
- Dietitians & Nutritionists
- Respiratory Therapists
- Case Managers & Care Coordinators

Payers & Health Plans
- Plan Medical Directors : Coverage & Formulary Policy
- Pharmacy Directors & PBM Leaders
- Utilization & Care Management
- Network Development & Provider Relations
- Actuarial, Underwriting & Risk
- Plan Executives: Commercial / MA / Medicaid

Hospital & Health-System Leadership
- CEO / CFO / COO
- CMO / CNO / Chief Quality & Safety Officers
- Department Chairs & Service-Line Leaders
- Medical Directors
- VP/Director: Ops, Strategy, Population Health
- Revenue Cycle & Managed Care Leaders
- By Bed Count, System Size, IDN Membership, Academic Status, Rural / Critical-Access

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Practice & Ambulatory
- Practice Owners & Physician Partners
- Office Managers & Practice Administrators
- ASC Administrators & Surgical Center Staff
- Billing / RCM & Front-Office Decision-Makers
- By Practice Size, Specialty & Ownership Model

Pharmacy & Formulary
- Health-System Pharmacy Directors
- P&T Committee Members
- Specialty & Infusion Pharmacy Leaders
- Retail Pharmacy Owners & Managers

Clinical Research & Trials
- Principal Investigators
- Clinical Trial Coordinators: Phase II/III Ops
- CRAs & Research Operations
- Site Directors at Academic Research Hospitals

Procurement, Supply Chain & VAC
- Supply Chain Directors & Buyers
- Value-Analysis Committee Members
- GPO-Affiliated Purchasing Leaders
- Biomedical / Clinical Engineering

Adjacent & Niche
- Veterinarians: incl. Board-Certified Specialists & Equipment Purchasers
- Dental: Dentists, Hygienists, Practice Owners
- Long-Term Care & Home Health Leaders
- Public Health Officials & Agency Staff
- EMS & First Responders

B2B Audiences

ITDM / IT Roles
- CIO / CTO / CISO & IT Executives
- IT Directors, Managers & Admins
- Developer & DevOps Roles
- Data Professionals: Engineering, Science, Analytics
- Roles Across IT Areas, Including:
  - Cloud Computing & Infrastructure
  - Security / IAM / Endpoint
  - Collaboration & Productivity Tools
  - Business Applications (CRM, ERP, HCM)
  - Network / Data Technology
  - BI, Big Data & Analytics
  - AI / ML Platforms

Business Decision-Makers
- Finance: CFOs, Controllers, FP&A, AP/AR
- Operations & Supply Chain Leaders
- Marketing & Advertising DMs: By Budget Tier & Platform Usage
- Sales & Revenue Leaders: CRO, VP Sales, Sales Ops
- HR, Talent & Recruiting: By Hiring Volume & Persona
- Procurement & Sourcing
- Legal & Compliance Roles

Developers & Technical Pros
- Software Engineers by Stack & Function
- ML / AI Researchers & Engineers
- Engineering Students & Early-Career (incl. Top-Tier Schools)

C-Suite & Senior Executives
- CEO / CFO / COO / CIO / CDO / CMO / CRO / CHRO
- EVP / SVP / VP & Senior Directors

Business Owners
- Owners & Founders: Down to Solo Operators
- Small-Business Financial Decision-Makers
- By Revenue Band, Employee Count & Growth Stage
- Franchise Owners & Operators

Specialized Professionals
- Recruiters & Talent Acquisition Pros
- Advertisers & Agency Decision-Makers
- University Students & Early-Career Professionals
- Affluent & High-Income Professionals
- Pension Holders & Financial Consumers (B2B2C)

Industry Verticals
- Financial Services, Banking & Insurance
- Technology & Telecommunications
- Retail & Consumer Products
- Professional Services & Consulting
- Energy, Utilities, Oil & Gas
- Transport & Logistics
- Education & Government
- Media, Entertainment & Hospitality
- Real Estate & Construction

Top 10 Markets

- United States
- Canada
- United Kingdom
- Germany
- France
- Spain
- Italy
- Australia
- New Zealand
- India

Start Your Next Study With 100% Verified Healthcare and B2B Respondents

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