

HealthLink Dimensions Debuts New Brand Experience to Match Growing Capabilities

ATLANTA, GA, UNITED STATES, June 24, 2025 /EINPresswire.com/ -- With rapid expansion across its data assets, solution portfolio, and client base, HealthLink Dimensions has significantly grown its role in solving complex challenges for the healthcare industry. Until now, the company's market narrative had not fully reflected the depth and breadth of that innovation as the company's capabilities evolved.



HealthLink Dimensions announced the launch of its newly redesigned website and the formal unveiling of a refreshed branded house of solutions. These changes reflect a clear repositioning of HealthLink from data vendor to strategic partner across the entire healthcare data lifecycle.

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*Amar Duggasani, CEO,
HealthLink Dimensions*

At the center of this transformation are HealthLink Dimensions’ four strategic solution Pillars: Profile, Enrich, Engage, and Pulse. Each Pillar addresses a critical stage in how healthcare organizations manage, activate, and measure provider data.

“We’ve been leading with omnichannel marketing and master data management for years, but the expansion of our solutions made it clear that we needed to evolve how we tell our story,” said Amar Duggasani, CEO of HealthLink

Dimensions. “This new branded house and digital experience better reflect the value we deliver across the healthcare data lifecycle.”

[A Deeper Look at the Four Pillars:](#)

HealthLink Profile provides the foundation for precision targeting with five core solutions.

Practitioner & Facility Demographics delivers detailed provider profiles including specialty, licensure, and location. Healthcare Networks & Affiliations maps provider relationships to health systems and practices. Email Addresses offers access to a 4X-verified, privacy-safe email database. Digital Identities links NPIs to hashed emails, MAIDs, and CTV IDs for cross-platform targeting. Claims Insights enables audience segmentation based on real-world prescribing, diagnosis, and procedure behavior.

HealthLink Enrich strengthens the quality and accuracy of healthcare data with three key solutions. Match & Cleanse identifies and corrects outdated, duplicate, or incomplete records. Enhance adds net-new providers to your list using targeting criteria like specialty or clinical behavior. Network Directory Validation verifies provider status, location, and affiliations to eliminate ghost networks and support compliance with regulations like the No Surprises Act.

HealthLink Engage activates high-performing multichannel outreach using eight solutions. Email Deployment executes targeted email campaigns with deliverability-optimized assets. Triggered Email automates messages based on real-time HCP behavior. Programmatic Advertising reaches providers across devices and the open web using verified identity data. Paid Social delivers deterministic NPI-linked ads on Facebook, LinkedIn, and Instagram. Campaign Management provides turnkey execution across channels. Creative Services delivers optimized email and display creative. PracticeAlert connects employers to active physician and APP candidates. HealthCareJobFinder promotes job opportunities to verified HCPs.

HealthLink Pulse offers campaign performance insight through three integrated tools. Script-Lift Analysis measures changes in prescribing behavior among targeted and control groups. Physician-Level Data provides NPI-level visibility into who opened, clicked, or engaged with campaigns. Campaign Performance Metrics tracks foundational KPIs like impressions, opens, and click-through rates across all digital channels.

This new architecture allows clients such as pharmaceutical brands, hospitals, payers, and agencies to build more precise outreach strategies, validate data quality at scale, and directly connect marketing performance to clinical behaviors.

The new website experience offers easier navigation, deeper solution education, and faster access to expert consultations. Built for marketers and data leaders alike, it reflects the modern needs of the healthcare ecosystem.

[About HealthLink Dimensions](#)

HealthLink Dimensions is the premier provider of privacy-safe healthcare provider data solutions. The company powers the industry's most precise marketing, engagement, and compliance efforts. With data covering more than 6 million U.S. clinicians and facilities, HealthLink Dimensions is trusted by leading life sciences brands, health plans, and hospital systems.

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