

Infotanks Launches Healthcare Data Accuracy Challenge to Help Companies Test Physician Data Before They Buy

New verification-first initiative allows healthcare marketers, recruiters and medical industry teams to test targeted physician and healthcare contact data

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2026 — Infotanks, a B2B data and demand generation company, has launched its Healthcare Data Accuracy Challenge, giving organizations the opportunity to test targeted physician and healthcare contact data before committing to a larger database purchase.

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Healthcare data should be proven at audience level. If a company wants to reach cardiologists or orthopedic surgeons, they should be able to test the exact segment through data samples.”

Harjyot Singh Isser, Founder & CEO

The initiative addresses one of the most persistent challenges in healthcare outreach: keeping provider information current. Physicians frequently change practices, hospital affiliations, locations, specialties and professional contact information. As healthcare data ages, these changes can create bounced emails, inaccurate targeting, wasted campaign spend and lost sales

productivity. Rather than asking buyers to rely solely on database-size or accuracy claims, Infotanks is encouraging organizations to evaluate the actual segment they intend to use.

Test the Audience Before Buying the Database

Through the Healthcare Data Accuracy Challenge, companies can provide Infotanks with their specific targeting criteria, including medical specialty or subspecialty, geographic location, hospital or healthcare organization, professional role or seniority, practice type, physician or hospital affiliation, and required contact fields. Infotanks will then provide available record counts and a sample from the requested audience for evaluation. Companies already using another healthcare data provider can also compare the sample against their existing source. The goal is to move healthcare data purchasing from vendor claims to measurable evidence.

Why Healthcare Data Accuracy Matters

Healthcare databases are particularly vulnerable to data decay because provider information changes continuously. A physician may relocate, join another hospital system, open a new

practice, change affiliations, retire or update professional contact details. When those changes are not captured, the impact can extend beyond a few bounced emails. Outdated information can reduce campaign deliverability, increase customer acquisition expenses, consume sales-team time and prevent organizations from reaching the appropriate clinical or business decision-maker. For companies selling healthcare technology, medical devices, pharmaceutical services, staffing, consulting, events and other B2B healthcare solutions, accurate targeting can directly influence campaign performance. Infotanks supports these use cases through its Healthcare Data Services portfolio.

Healthcare Data Across 250+ Specialties and Subspecialties

Infotanks provides customized healthcare data covering physicians and healthcare professionals across more than 250 specialties and subspecialties. Its [Physicians Email List](#) currently covers more than 1.5 million physician profiles globally, including more than 700,000 U.S. physician profiles. Healthcare audiences can include cardiologists, dermatologists, psychiatrists, surgeons, oncologists, ophthalmologists, urologists, dentists, nurses, hospital executives, healthcare administrators and other clinical and business decision-makers. Specialty-specific options include the [Cardiologist Email List](#) and [Surgeons Email List](#), alongside other healthcare audiences. Healthcare audiences can be segmented according to specialty, geography, organization, seniority, hospital affiliation and other campaign-specific requirements. Infotanks also provides healthcare email data with a 95%+ deliverability guarantee, subject to applicable terms and replacement policies.

A Verification-First Approach to Healthcare Data

The Healthcare Data Accuracy Challenge is designed around a simple principle: buyers should be able to evaluate the data they are actually going to use. Infotanks believes this approach provides buyers with a clearer way to evaluate healthcare data quality while reducing the risk associated with purchasing large datasets based solely on provider claims.

Supporting More Targeted Healthcare Outreach

The initiative is part of Infotanks' broader strategy to help healthcare organizations improve the quality of their sales, marketing and recruitment outreach. In addition to healthcare databases, Infotanks provides data research, data appending, customized audience development and B2B lead generation services.

Organizations interested in participating in the Healthcare Data Accuracy Challenge can provide their target specialty, geography and audience criteria to receive an available record count and a sample for evaluation.

About Infotanks

Infotanks is a global B2B data, lead generation and digital growth company founded in 2016. The company supports organizations with B2B and healthcare data, lead generation, SEO and digital marketing, recruitment and revenue-focused services. Its healthcare data solutions are designed to help organizations identify and reach physicians, specialists, healthcare executives and other healthcare professionals using customized, campaign-ready audience data.

For more information about the Healthcare Data Accuracy Challenge and Infotanks healthcare data solutions, visit Infotanks Healthcare Data Services

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