

As Healthcare Practices Consolidate, SignalRx Launches Practice Intelligence for the Enterprises That Serve Them

As buying decisions shift from practices to larger groups, SignalRx helps enterprises uncover expansion, reduce churn and identify their next customers.

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[SignalRx](#) today launched [Practice Intelligence](#) for enterprises that sell to healthcare practices, groups and MSOs. The platform connects a company's own customer data with ongoing research into healthcare practices and the groups that own them, giving commercial teams an always-current picture of their customers, their market and where to grow.



Enterprises that sell to healthcare practices have plenty of data, and very little of it tells them where to grow. What they know about their customers sits in the CRM, billing and product usage systems. What they buy from outside data providers is generic, often out of date, and rarely shows who owns a practice or how it's changing. Neither tells a team what to do next. As a result, commercial teams miss expansion until a competitor wins it, find churn at renewal, and plan territories around accounts that have already changed.

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*Tom Zampini, Founder and
CEO, SignalRx*

Healthcare consolidation is making the problem harder to ignore. Independent practices are being acquired by hospitals, MSOs, DSOs and private equity platforms. As of January 2026, 63.9% of U.S. physician practices were owned by hospitals or corporate entities, up from 29.8% in 2018, according to research from the Physicians Advocacy Institute and Avalere Health. The share of U.S. dentists affiliated with a DSO more than doubled from 2015 to 2024, according to the American Dental Association's Health Policy Institute. Buying decisions are moving from the

practice to the group, while most CRMs still show the practice.

"A practice in your CRM might now be one of dozens of locations owned by the same group," said Tom Zampini, founder and CEO of SignalRx. "If you're only looking at individual practices, you're missing the bigger opportunity. Understanding who owns them, how they compare to your best customers and how they're changing is what tells you where to focus."

Practice Intelligence gives revenue and customer success teams a continuously updated view of their whole opportunity, organized around four commercial decisions.

- Understand ownership. Tie every practice to the group, MSO, DSO or private equity platform behind it, so teams sell at the level that decides.
- Grow existing customers. Find the accounts that look like a company's best customers but buy far less.
- Reduce churn. Spot shifts in usage and spend, along with external signals like provider and ownership changes, before renewal.
- Target new customers. Rank net-new practices and groups by how closely they resemble a company's highest-value accounts.

SignalRx connects to a company's existing systems and delivers intelligence into Salesforce and the tools commercial teams already use. SignalRx manages the integration and the ongoing intelligence, so customers don't have to build or maintain their own data infrastructure.

SignalRx has analyzed more than 100 million customer and market signals since its founding last year. The company will demonstrate Practice Intelligence at HLTH USA 2026 in Las Vegas, November 15 to 18, at booth 127-92 in the Startup Pavilion at the Venetian Expo. To book a meeting at HLTH, visit <https://www.signalrx.ai>.

About SignalRx

SignalRx is Practice Intelligence for enterprises that sell to healthcare practices, groups and MSOs. SignalRx connects a company's CRM, revenue, usage and support data with ongoing research into every practice it sells to, then models every account and segment to understand who owns it, what it buys and what drives growth or churn. The result is clear direction at the segment and account level, delivered into Salesforce and the tools commercial teams already use. SignalRx is headquartered in New York. Learn more at <https://www.signalrx.ai>.

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