

HubSpot for Healthcare & Life Sciences

CRM, data and revenue operations strategy for organisations with complex commercial, customer and operational data requirements.

CRM ARCHITECTURE

DATA + INTEGRATIONS

REVOPS + GOVERNANCE

Industry context

Healthcare and life sciences organisations often need their CRM to represent significantly more than companies, contacts and deals. Commercial teams may need to understand relationships between healthcare systems, hospitals, clinics, practices, laboratories, research organisations, products, partners and individual stakeholders. They may also rely on customer platforms, market intelligence, operational systems and specialist datasets that sit outside the CRM.

Cat Media helps healthcare and life sciences organisations design HubSpot around this operational complexity. Our work spans CRM architecture, data quality, integrations, automation, lifecycle management, revenue operations, reporting, digital experiences and ongoing platform governance.

EXPERIENCE ACROSS THE SECTOR

Healthcare AI & medical imaging Complex account structures, healthcare market intelligence, data quality and ABM.	Veterinary healthcare Commercial operations, proprietary platform data, custom objects and automation.
Life sciences & drug discovery HubSpot optimisation, reporting and commercial enablement for specialist B2B teams.	Occupational healthcare CRM architecture, data preparation, permissions, sales enablement and adoption.
Precision medicine Campaign architecture, account engagement, enablement, governance and reporting.	Consumer healthcare & clinical research Digital, HubSpot and commercial support across specialist healthcare environments.

Our objective is practical: create a HubSpot environment where reliable data, business processes and customer activity can be connected and made useful to the teams responsible for growth and customer operations.

Building HubSpot around the operating model

There is no single healthcare CRM architecture that applies to every organisation. We start with how the organisation operates, then translate that into a sustainable HubSpot design.

01	Discover & assess	Customer structures, lifecycle and handoffs, data sources, integrations, ownership, reporting, permissions and existing architecture.
02	Architect	Companies, contacts, associations, custom objects, lifecycle stages, pipelines, segmentation, ownership, permissions and property governance.
03	Connect & prepare data	Custom integrations, APIs, custom code, mapping, imports, deduplication, standardisation, record matching and enrichment.
04	Activate	Lifecycle automation, routing, scoring, ABM, prospecting, segmentation, customer communications, enablement and reporting.
05	Govern & optimise	Permission sets, data dictionaries, documentation, user enablement, reporting standards, change management and data quality monitoring.

Technical depth where standard configuration is insufficient

Healthcare and life sciences environments frequently involve specialist datasets or operational platforms outside HubSpot. Where required, Cat Media can design integrations and programmable automation to connect relevant information and processes with the CRM.

Data quality Matching, deduplication, standardisation, transformation and governed import architecture.	Integrations API-based data exchange, custom integrations and contextual record associations.	Programmable automation Custom-coded actions and data processes when standard workflows do not cover the requirement.
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Governance and compliance-sensitive environments

Where privacy, security or regulatory requirements affect CRM design, we configure HubSpot according to the organisation's agreed requirements and governance decisions. CRM implementation does not replace the organisation's own legal, regulatory, security or data-protection assessment.

Two healthcare transformations in HubSpot

Published Cat Media case studies demonstrate both healthcare-specific data architecture and the connection of operational healthcare data with commercial workflows.

BLACKFORD ANALYSIS

Turning healthcare market intelligence into HubSpot RevOps

Blackford needed to operationalise complex healthcare market intelligence inside HubSpot and understand relationships across health systems, IDNs, hospitals, imaging groups, imaging centres and US Veterans Affairs structures.

- Matched and standardised healthcare company and contact data
- Built healthcare-specific parent-child account structures and identifiers
- Mapped IDNs, hospitals, imaging organisations, VA divisions and VISNs
- Enabled territory ownership, account tiering, target-account identification and ABM activation

50,000+

records matched and standardised

12%

of records identified as duplicates and merged

20%

growth in marketing-influenced revenue

[Published case study: How Blackford Turned Healthcare Market Intelligence into HubSpot RevOps](#)

VET.CT

Connecting commercial operations with veterinary healthcare data

VET.CT needed to unify commercial processes and connect operational data from its proprietary veterinary clinical platform with HubSpot.

- Consolidated regional sales processes and automated lifecycle management
- Created custom objects for Clinics, Users and Cases
- Integrated the proprietary platform with HubSpot and automated data transformation
- Implemented matching, associations, permissions, governance, documentation and reporting

100%

increase in CRM adoption by the commercial team

100%

of new platform users synchronised into HubSpot within minutes

7.6x

return on investment

\$2M

cost savings through platform consolidation and process automation

[Published case study: Unifying Commercial Operations and Data Infrastructure for Global Veterinary Leaders with HubSpot](#)

BREADTH OF EXPERIENCE

Selected healthcare & life sciences organisations

Our sector experience spans different operating models. The examples below describe work areas only where we can substantiate them; published outcomes are limited to the case studies on the previous page.

Blackford Analysis Healthcare AI & medical imaging	Healthcare-specific CRM data architecture, market intelligence, data quality, account hierarchies, ABM and digital experience.
VET.CT Veterinary healthcare & diagnostics	Commercial transformation, proprietary platform integration, custom objects, automation, data architecture and CRM governance.
CN Bio Life sciences & organ-on-a-chip technology	Ongoing HubSpot support and optimisation across commercial operations, reporting and technical roadmap requirements.
Medmark Occupational healthcare	HubSpot onboarding spanning CRM architecture, data preparation and quality, permissions, sales enablement and platform adoption.
Crosscare Limited Consumer healthcare - Colief and Milkaid	Digital and HubSpot support within a consumer healthcare environment, including website and HubSpot tracking requirements.
Diaceutics Precision medicine & diagnostic commercialisation	HubSpot Foundations work across campaign architecture, account engagement and ABM reporting, user enablement, governance and documentation.
Ecraid Clinical research & infectious diseases	Healthcare sector experience within the European clinical research and infectious disease ecosystem.

Where Cat Media adds value

HubSpot architecture CRM structures designed around the organisation's operating model.	Revenue Operations Marketing, sales and customer processes connected through lifecycle, ownership, automation and reporting.	Data Quality Matching, standardising and governing CRM data for a more reliable operating foundation.	Integrations & Automation HubSpot connected with other platforms using technical solutions where standard configuration is insufficient.	Enablement & Governance Documentation, permissions and training to support sustainable adoption and change.
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CAT MEDIA

HubSpot Solutions Partner | Healthcare & Life Sciences | CRM | Data | RevOps | Integrations