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Drive medical impact and outcomes with Medical Affairs Hub

"Medical affairs organizations are increasingly being asked to do more, often with less. Embracing innovation in technology and AI advances is crucial for medical affairs leaders to be able to deliver value to patients, HCPs and their own organizations, especially when they are now needing to operate at scale."

—Sarah Jarvis, principal at ZS

"We're empowering our clients to transform patient outcomes by harnessing the full potential of real-world data, derived intelligence and intent-driven explainable AI. We are doing it with ZAIDYN Medical Affairs Hub—an AI-driven, data-rich and user-experience-focused platform that enhances patient outcomes and creates meaningful impact where it matters most."

—Asheesh Shukla, principal at ZS

Our philosophy

The medical function in pharma acts as the critical bridge between scientific innovation, healthcare providers (HCP), regulatory bodies and commercial teams. It ensures the company's products are scientifically sound, ethically promoted and ultimately improve patient outcomes.

ZS's Medical Affairs Hub acts as a strategic enabler, leveraging AI and ZS's pharma and medical domain knowledge to drive medical insights, scientific engagement and regulatory compliance. By adopting a patient-centric, data-driven and ethically responsible approach, the transformational Medical Affairs Hub renders a proactive, intelligence-driven platform that enhances healthcare outcomes and creates impact where it matters.

The best part is that the Medical Affairs Hub has modular components, all of which work seamlessly with clients' technological infrastructure and are ready to go into production in a matter of days.

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Closing gaps in care

1   A global pharmaceutical company identifies opportunity to close care gaps

THE CLIENT

Life sciences leader looks to improve treatment outcomes for people with nonsmall cell lung cancer.

CHALLENGES

The company wanted to:

- Understand and address unmet needs, care gaps and health disparities affecting patients

- Focus its medical affairs strategy on local healthcare systems for tactical decision-making

- Identify care gaps and their impact on patient outcomes to guide strategic actions

- Develop an integrated approach to evidence generation and scientific communication

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CASE STUDY: 1

Closing gaps in care

ZS used ZAIDYN Care Gaps to quantify how therapy continuity improves treatment outcomes.

APPROACH

- Care gaps identified in diagnostic, staging, pre-surgery and post-surgery phases

- Geographical assessment pinpointed underserved patient hot zones

- Outcome assessment prioritized care gaps with the greatest impact on patient outcomes

- Care gaps aligned with medical objectives, with tailored messages delivered by medical science liaisons to support strategic goals

- Collaboration with leadership to create tactical evidence generation plans and engagement channels

- Modularized scientific content developed to effectively engage external stakeholders

IMPACT

ZS helped the client:

- Quantify care gaps in the nonsmall cell lung cancer market and linked their impact to patient outcomes

- Identify care gaps that enabled tactical decisions for medical affairs strategy

- Focus on local healthcare systems to address disparities and improve outcomes

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Tapping into industry expertise

2 A global leader in healthcare innovation taps into industry expertise

THE CLIENT

Large biopharma company looks to meaningfully engage with key opinion leaders.

CHALLENGES

The company:

- Needed a data-driven solution to identify and prioritize key opinion leaders based on medical objectives and disease area priorities

- Sought tools to evaluate if the field medical team was engaging with the right key opinion leaders and improving over time

- Prioritized ensuring teams had the resources needed to succeed

- Had data on key opinion leaders from multiple sources but lacked a clear process to curate and validate it

- Needed a partner combining technology and human expertise to analyze and make sense of the data

- Found appeal in solutions that leverage AI, machine learning and industry expertise

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CASE STUDY: 2

Tapping into industry expertise

ZS partnered with the client using ZAIDYN Opinion Leader Intelligence to engage oncology experts.

APPROACH

- Used human intelligence and desk research to analyze key opinion leaders and develop profiles in the platform

- Maintained ongoing communication with the client to identify top targets based on specific business rules and needs

- Conducted extensive review sessions to discuss key opinion leader targets and provided data analysis to explain decisions

- Collaborated with the client to address emerging questions and review secondary research for accurate classifications

- Delivered a 360-degree view of the influence network, enabling medical affairs teams to visualize healthcare provider connections

- Configured and tailored ZAIDYN Opinion Leader Intelligence to client needs, completing implementation in six weeks

IMPACT

- Enabled focused conversations with key opinion leaders by addressing specific opportunities and challenges

- Transformed territory planning and prioritization with a streamlined platform

- Delivered influence network insights that would have taken significantly longer to uncover manually

- Identified over 300 new and previously latent key opinion leaders

- Discovered 150+ rising stars for early engagement opportunities

- Mapped more than 10,000 connections within the key opinion leader influence network

Learn more

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Optimize product launch

3 Pharma leader sees industry engagement as the path to optimize a European product launch

THE CLIENT

Global pharmaceutical company looks to sarcoma healthcare providers and key opinion leader insights.

CHALLENGES

The client wanted to:

- Understand healthcare provider networks and identify key opinion leaders for a rare disease indication in selected European countries: France, Germany, Italy, Spain, U.K., Belgium and Netherlands

- Identify the most relevant and influential key opinion leaders to partner with for targeted engagement and maximize commercial launch potential

- Develop a mapped list of key opinion leaders categorized by their level of influence

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CASE STUDY: 3

Optimize product launch

ZS used ZAIDYN Opinion Leader Intelligence to optimize EU product launch.

APPROACH

- Aligned on research approach and methodology for key opinion leader identification

- Collected and processed data based on agreed criteria and approach

- Identified key opinion leaders and mapped their presence in patient advocacy groups and social media, cross-checked findings with client databases

- Developed a scoring dashboard based on agreed prioritization criteria

- Identified and leveraged healthcare provider networks to build a focused targeting strategy

- Created detailed profiles of top experts across all in-scope markets

IMPACT

- Identified approximately 6,500 key opinion leaders across all geographies

- Discovered a few countries contributed to about 70% of the top key opinion leaders, providing valuable insights for the launch strategy

- Leveraged the local presence of key opinion leaders in European countries to improve strategy success with targeted and personalized insights

- Conducted detailed profiling of key opinion leaders, offering a holistic view of engagement activities and topics of interest

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Elevate field medical activities

4 Emerging pharma company equips medical affairs team with tools to track and add insights to medical field activities

THE CLIENT

An emerging pharma company looks to foster collaboration and innovation.

CHALLENGES

The client wanted:

- A comprehensive view of medical affairs activities to efficiently track and monitor field medical efforts using actionable indicators across key dimensions

- Smoother workflows and quicker decision-making

- Access to integrated data without time-consuming manual interventions

- The ability to track the overall health and progress of medical affairs activities, focusing on product launch outcomes

- Real-time visibility into medical efforts, enabling informed strategy adjustments and showcasing the value of medical affairs activities

CASE STUDY: 4

Elevate field medical activities

ZS used ZAIDYN Pulse to help an emerging pharma company optimize field medical activities.

APPROACH

- Assessed the overall scientific impact generated by field medical efforts through activities like medical education, events, messaging and clinical involvement

- Analyzed stakeholder profiles to gain a complete view of their interactions, scientific influence and materialized impact

- Measured the impact of medical science liaisons in increasing scientific share of voice through activities such as speaker programs, publication support and congress participation

- Evaluated field medical contributions to regional and national medical education programs and participation in key medical events

- Reviewed medical information request forms to understand their role in fostering relationships and creating new assets

IMPACT

- Delivered a one-stop solution for tracking and measuring medical affairs activities

- Integrated medical CRM, education programs and events and publication management systems into a single platform

- Tracked, measured and quantified field medical efforts into actionable key performance indicators

- Provided real-time progress updates on stakeholder engagements, medical inquiries and field team efforts

- Offered a comprehensive view of field execution to enable targeted strategies and improve stakeholder relationships

- Improved operational efficiency by enabling smoother workflows and quicker decision-making

- Allowed client to access and analyze integrated data effortlessly without manual interventions

About ZS

ZS is a management consulting and technology firm that partners with companies to improve life and how we live it. We transform ideas into impact by bringing together data, science, technology and human ingenuity to deliver better outcomes for all. Founded in 1983, ZS has more than 13,000 employees in over 35 offices worldwide.

Everything we do connects to your business model and product mix with calculated decisions about future opportunities to drive growth.

To learn more, visit www.zs.com. follow us on LinkedIn.

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