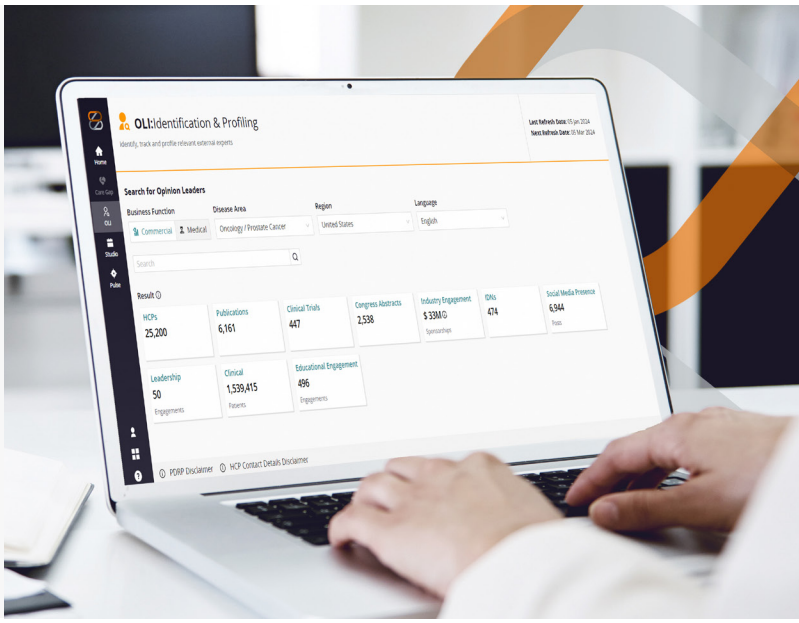
ZAIDYN
BY ZS

Engage key opinion leaders with confidence and clarity

ZAIDYN™ Opinion Leader Intelligence



Optimizing Pharma's KOL engagement process

Today's pharmaceutical landscape demands an effective approach to key opinion leader (KOL) identification and engagement.

ZAIDYN Opinion Leader Intelligence is a web-based application that combines human and artificial intelligence to create a customizable and comprehensive KOL management system.

ZAIDYN Opinion Leader Intelligence is designed to help medical, commercial and clinical teams streamline their process with personalized and advanced analytics capabilities that:

- Identify and profile KOLs and get insights based on specific criteria and strategic business priorities
- Allow for cross-functional user personas
- Incorporate field intelligence feedback
- Use APIs to share curated data and insights
- Integrate with relevant data sources

Creating real-world impact

ZAIDYN Opinion Leader Intelligence allows teams to optimize their unique KOL managing process, reducing time spent curating and sharing key data while expanding target healthcare professional (HCP) lists. Our clients see:

~30%

New KOLs identified in addition to client existing list

~20+%

Sharable, curated data files saving integration cost

ZS helps a global client harmonize its global medical KOL system with ZAIDYN

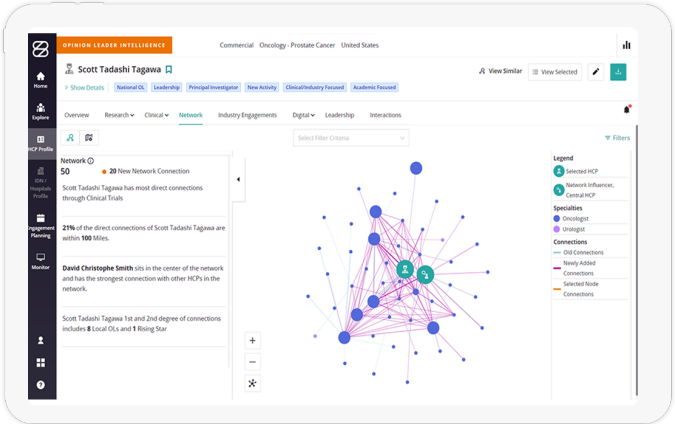
A global specialty pharmaceutical company needed to harmonize its global medical KOL mapping process. The ZS team took just four months to configure and deploy ZAIDYN OLI. As a result, the client saved $1.5M annually while identifying twice as many KOLs and spending 50% less time generating KOL insights manually.

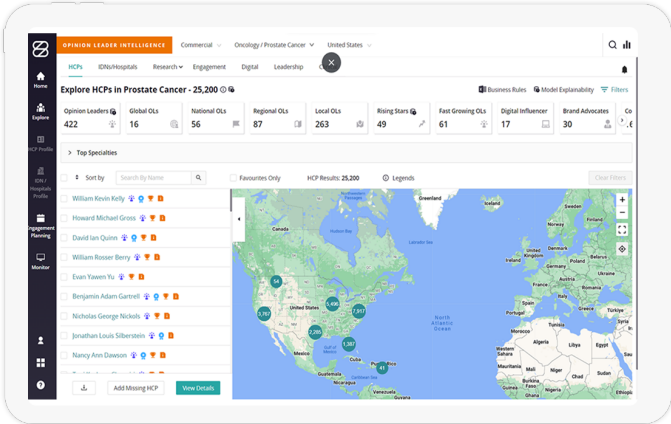
Features

- Customizable criteria
- HCP practice insights
- Full HCP influence map
- API- enabled data sharing

Our technology

ZAIDYN Opinion Leader Intelligence provides HCP practice insights and helps refine KOL lists through customizable criteria and interactive network mapping to enable enhanced KOL engagement that aligns with company objectives.





HCP network maps, you can:

- Filter HCPs by geography, specialty and influence type
- Understand how to engage with and refer patients

With interactive HCP influence profiles, you can:

- Generate a shortlist of HCPs with similar profiles
- Use proximity to inform engagement strategies

Learn more: https://www.ZAIDYN.com/health

About ZS

ZS is a management consulting and technology firm focused on transforming global healthcare and beyond. We leverage our leading-edge analytics, plus the power of data, science and products, to help our clients make more intelligent decisions, deliver innovative solutions and improve outcomes for all. Founded in 1983, ZS has more than 13,000 employees in 35 offices worldwide. To learn more, visit www.zs.com or follow us on LinkedIn.

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