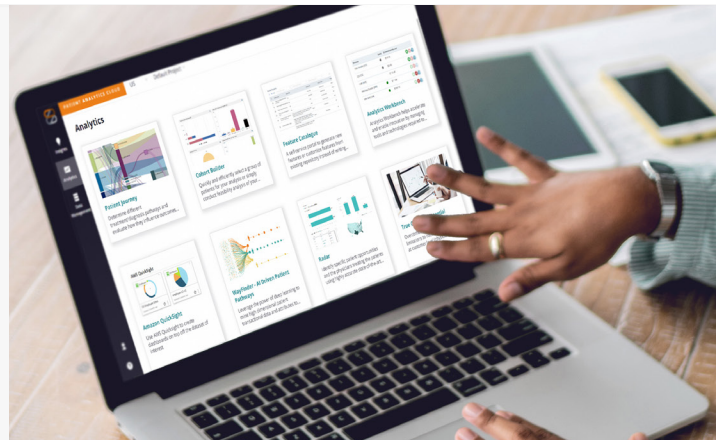# ZAIDYN
BY ZS

Powering real-world data analytics and insights

ZAIDYN™ Patient Analytics Hub

Accelerate action backed by real-world patient insights

To optimize treatment pathways, pharma teams must bridge the data-action gap, develop effective product strategies, and optimize stakeholder interactions.

ZAIDYN™ Patient Analytics Hub (PAH) aims to bridge this gap through a suite of real-world patient data-driven analytics solutions that generate timely and relevant patient insights. PAH can integrate third-party data sources to:

- Create definitions for diseases, drugs, conditions, and market baskets

- Store, access, and evaluate real-world datasets, comparing patient coverage, consistency trends and inclusion-exclusion criteria across data sources

- Define complex inclusion-exclusion criteria, examine patient populations and construct cohorts

- Configure complex business rules to expedite patient journey creation

- Create visualizations to comprehend trends and event drivers

Creating real-world impact

ZAIDYN PAH delivers consistent quality and reproducible results through its intuitive user interface, guided analytics workflows, and reusable knowledge repositories, resulting in:

~50%
Decrease in analysis turnaround time

~35%
Reduction in the overall cycle time from data to insight

~20%
Reduction in the total cost of ownership

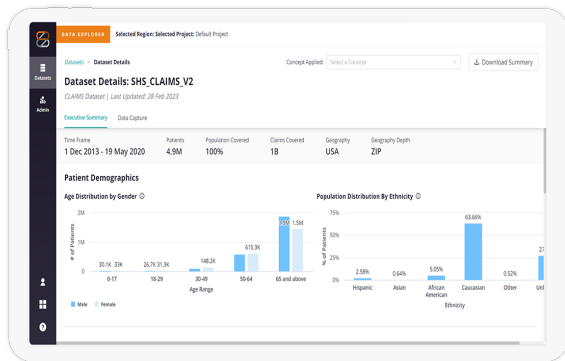**A large pharma company accelerated its real-world data analytics**

We helped a Fortune 200 pharma company decommission its legacy analytics and launch ZAIDYN PAH in less than a month. The company is benefitting from reduced cycle time, lower TCO, and the ability to scale across therapy areas. **Learn more.**

Features

Standardized data access

Embedded workflows

Intuitive visualizations

Knowledge repositories

Impact where it matters.®

Our technology

ZAIDYN PAH is a powerful, purpose-built, scalable ecosystem that transforms complex real world data into readily understandable and actionable patient insights.

Data Explorer

Explore and analyze varied real-world data sources hosted on one platform and realize the value of the right data selection for research studies.

Cohort Builder

Acts as a query engine that helps in the identification of "populations of interest" by applying simple to complex criteria to real-world data in real-time.

Concept Builder

A workflow to create reusable medical code concepts by mapping various vocabularies into usable concept sets, which provides opportunities for users to access 66 vocabularies and ~5.1 M medical codes.

Patient Journey Builder

This patient analytics application comes with a comprehensive set of pre-configured KPIs and visualizations, making most common analytics studies available at a click of a button in no time without having to write complex code routines.

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.