

Drive brand growth with enhanced segmentation and targeting

ZAIDYN™ Panorama



Use cross-therapy area data and ZS domain intelligence to reveal physician preferences

Pharma companies rely on precise data and analytics to build targeted marketing strategies, optimize sales efforts, and enhance engagement with healthcare professionals (HCPs).

ZAIDYN Panorama is a data-as-a-service solution for improving sales force targeting, HCP segmentation, and AI predictions. It provides access to an extensive collection of U.S. HCP behavioral attributes typically inaccessible through secondary data or where acquisition directly from data vendors would be unfeasible.

Teams use Panorama to:

- Dive deeper than HCP specialties and volumetrics
- Reveal nuanced customer opportunities
- Gain a comprehensive understanding of HCP's perspective

Creating real-world impact

Panorama maps HCP sentiments to behavior to **improve profile accuracy:**

10%–20%

for AI modeling

20%

for HCP segment projection

Panorama revealed an alternative segment that now drives 10% of top-line revenue

ZS helped a company in a crowded market identify a unique HCP opportunity by analyzing patient potential, switch affinity, and claims-based patient sub-typing.

Impact where it matters.®

Key features



Cross-therapy
HCP insights



Includes all U.S.
physicians



360° view of
HCP preferences



Customizable
parameters

Our technology

Panorama enables decision making and resource allocation with a cross-therapy area data-powered physician-centric analysis that integrates various data sources to uncover underlying HCP preferences across therapy areas and reveals latent drivers of brand growth.

This solution can:

- Be leveraged as an off-the-shelf segmentation solution or coupled with market research to gather insights into HCPs' behaviors, preferences and trends
- Improve targeted and personalized messaging to HCPs for more effective marketing strategies and customer engagement
- Develop effective HCP education by allocating resources and identifying messaging opportunities, ultimately leading to more patients on therapy



Learn more: www.zs.com/solutions/artificial-intelligence-and-analytics/zs-panorama

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.

