

# Identify patient archetypes to develop GTM strategies

ZAIDYN® Patient Journey



## Uncover disease patterns to understand patient journeys

When creating brand and marketing strategies, pharma teams need reliable insights that identify patient segments and care gaps.

ZAIDYN Patient Journey uses state-of-the-art, AI-driven pattern mining of real-world data (RWD) to reveal precise care opportunities and corresponding treatment pathways. It helps reduce patient journey noise by distilling insights to:

- Identify unmet needs and care gaps to shape brand strategies.
- Determine which marketing strategies and tactics to use for each patient archetype.
- Create patient segments and determine their market share and switch rate.
- Enhance the trigger program to customize messaging and provide deeper insights for each archetype.
- Understand the market opportunity and assign appropriate content for the target population.

## Creating real-world impact

Improve disease procedures, treatments and labs with:

**3x**

more engagement in physician conversations with optimized content

**2 weeks**

is all it takes to generate patient journey insight drafts

### **ZS helped a large pharma company uncover 4 homogenous archetypes in patients with a rare disease indication**

ZAIDYN Patient Journey identified disease progression speeds from symptom to diagnosis. It then delivered HCP mapping and prioritization to reveal the real opportunities within a precise oncology market.

**Impact where it matters.®**

# Features



**Comprehensive  
AI discovery**



**Impact of clinical  
events beyond  
treatment**



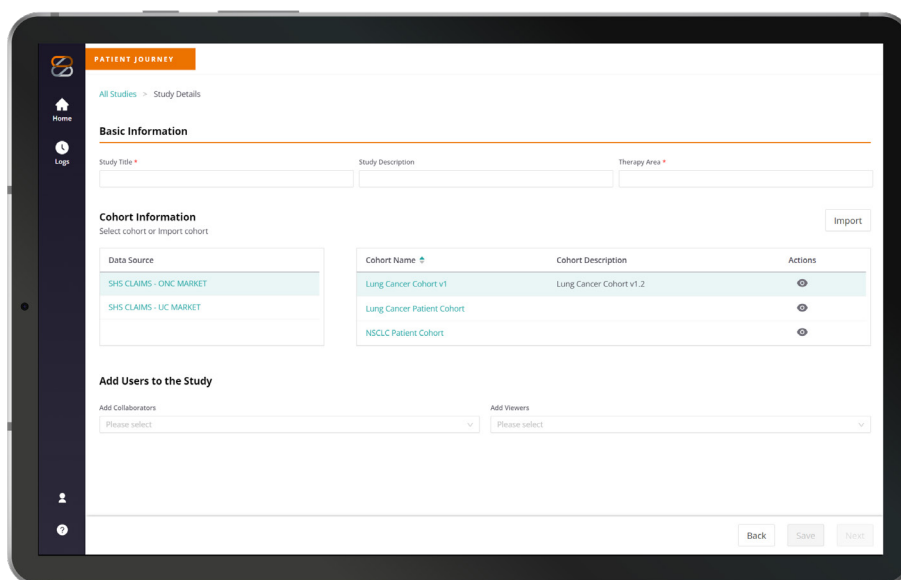
**No hypothesis  
bias**



**Scalable, quick  
knowledge  
extraction**

## Our technology

ZAIDYN Patient Journey provides comprehensive insights into disease patterns, including key trends, market dynamics, geographical distribution and patient journey archetypes.



### Machine-learning-driven event selection

- Identify key events based on machine learning models that influence patients' progression.
- Reveal the important drivers in patients' longitudinal journeys.

### Differentiating insights

- Determine key differentiating events across patient archetypes.
- Discover the drivers and barriers of fast and slow patient journeys.

### Patient-HCP account microsegments

- Gain accurate patient-HCP interaction insights.
- Deliver customized messaging for GTM and targeting strategies.

Learn more: [ZAIDYN.com/health](https://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](https://www.zs.com) or follow us on [LinkedIn](#).

