



# Smarter engagements and insights mining for medical impact

ZAIDYN® Studio



## Optimize and personalize your medical engagements

Traditional engagement planning and insights mining methods for medical science liaisons (MSLs) are often fragmented and inefficient, resulting in inadequate documentation and siloed operations. With ZAIDYN Studio, you can simplify and streamline engagement planning for your team by integrating medical strategy with field execution, improving documentation and enhancing insight generation.

ZAIDYN Studio is an automated, data-driven solution that strengthens key opinion leaders (KOLs) engagements by:

- Optimizing engagement planning processes
- Empowering collaboration across teams
- Aligning stakeholder interests with company objectives
- Mining insights for impactful, strategic engagements

## Creating real-world impact

ZAIDYN Studio significantly improves key engagement planning, helping you increase efficiency and save costs by cutting redundant activities. It improves collaboration, drives faster leadership decision-making and builds stronger KOL relationships through timely and relevant engagements. You'll benefit from:

**30-50%**

of the team's time saved by reduced manual planning

**20-30%**

boost in cross-functional alignment

**15-25%**

more actionable insights generated

## ZS developed a scalable framework for an emerging pharma company

Replacing disjointed processes in spreadsheets, we provided KOL insights and real-time visibility into field planning, optimizing the company's strategies to achieve its goals.

**Impact where it matters.®**

## Features



Real-time data integration



AI-driven KOL insights



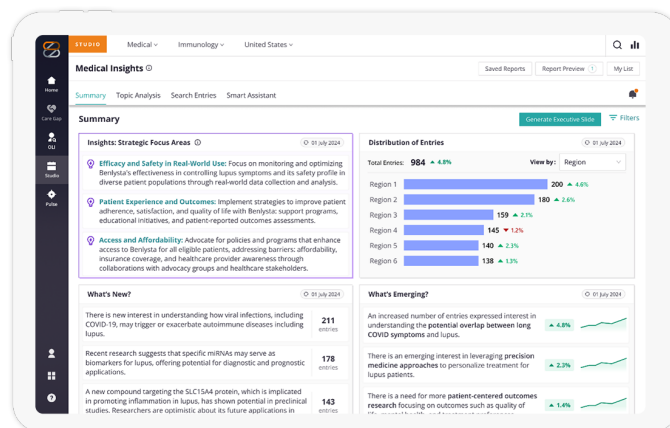
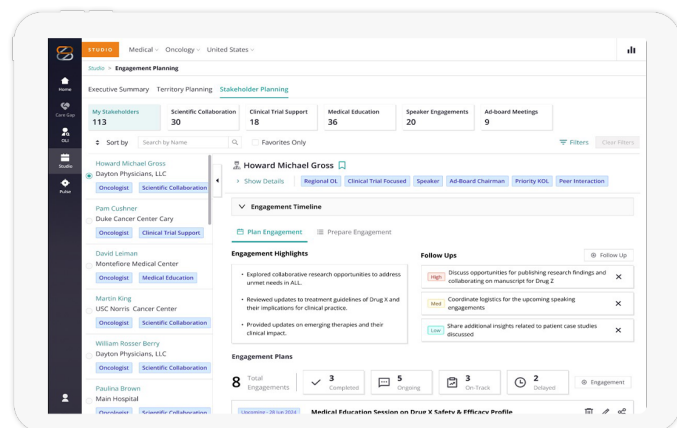
Gen AI insights mining



Smart assistant with chat

## Our technology

ZAIDYN Studio offers comprehensive KOL engagement planning and insights mining tools featuring personalized insights, as well as AI- and machine-learning-powered reporting for enhanced collaboration.



### Strategic stakeholder engagement planning

- Provide leadership with visibility into HQ and field execution in alignment with strategic objectives.
- Create, edit and review individual KOL engagement plans.
- Personalize KOL interactions by leveraging insights from historical data, KOL activities and preferences.

### Insights mining and tracking

- Automatically capture insights aligned with listening priorities.
- Highlight frequently discussed and emerging insights from medical notes, advisory board notes, surveys and more.
- Leverage an intelligent assistant to expedite analysis and generate meaningful insights.

Learn more at: [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.

