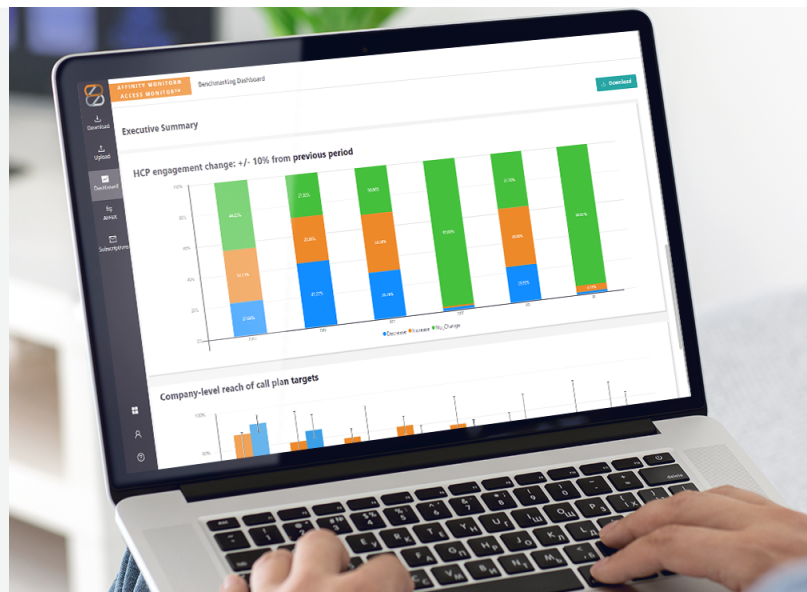# ZAIDYN
BY ZS

Maximize healthcare provider engagement with data-driven insights

ZAIDYN AccessMonitor™
and AffinityMonitor®

Tap into syndicated customer data and insights

Commercial teams across pharma companies often struggle to effectively engage healthcare professionals (HCPs). Without the right insights into the HCP's affinity and needs, promotional and engagement efforts can fall short, leading to missed opportunities and low performance.

ZAIDYN AccessMonitor™ and AffinityMonitor® help you understand HCPs' preferred channels and their accessibility based on real-world data. You can use this to inform and optimize promotional planning and deployment, as well as benchmark the performance of sales and marketing programs against industry engagement.

Empower your commercial operations, brand and analytics teams to:

- Make informed decisions about sales force design and call planning

- Optimize marketing budgets and channel mix

- Acquire and surface insights across functional teams

Creating real-world impact

ZAIDYN Access and Affinity Monitor provide powerful insights by tapping into:

1.25M

HCPs across major specialties

1B

individual HCP touch points inform activity metrics

75%

of industry sales rep activity powers access metrics

ZAIDYN helps a large pharma target HCPs effectively

Using ZAIDYN Access and Affinity Monitor data reports, the company optimized HCP targeting in a specialty where it had limited exposure and intelligence. By leveraging channel affinities for customer journeys, they refined marketing and cut their 40,000 HCP target list by 50%, boosting ROI and improving experiences within budget.

Impact where it matters.®

Key features

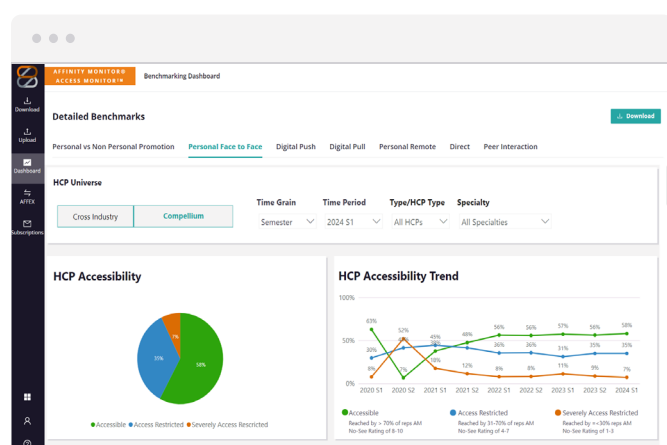 Intuitive user interface

 Self-serve capabilities

 Deeper analytics for HCP data

 Crowdsourced data

Our technology

ZAIDYN Access and Affinity Monitor make up a part of syndicated ZS data offerings that provide important profiling dimensions on individual HCPs based on real-world data.
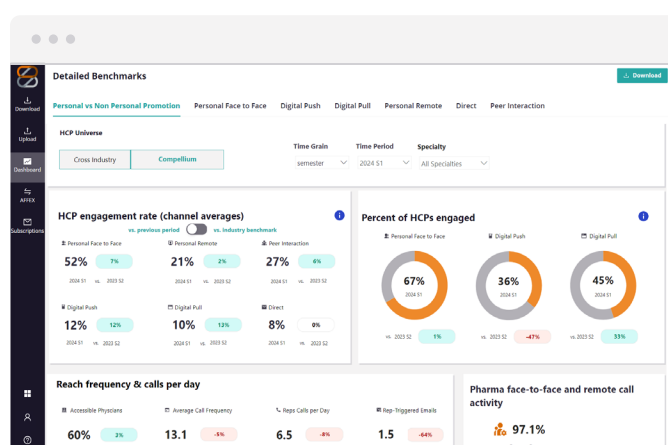

Access Monitor

- Optimize sales force efficiency and reduce wasted efforts with precise HCP accessibility insights.

- Adapt forecasting and sales strategies proactively using historical access data to stay ahead of changing HCP accessibility patterns.

- Benchmark your performance against industry standards to identify improvement areas and unique strengths.

Learn more: ZAIDYN AccessMonitor™ and AffinityMonitor®

Affinity Monitor

- Create hyper-personalized marketing strategies using data-driven HCP micro-segmentation.

- Optimize your marketing mix and resource allocation with real-world, multichannel engagement metrics.

- Power machine learning-driven next best actions with industry engagement data, enhancing omni-channel models.

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.