ZAIDYN
BY ZS

Identify care gaps and address health inequities to improve patient outcomes

ZAIDYN™ Care Gaps and Health Equity

Drive local interventions to expand treatment reach

To ensure better healthcare for all, pharma teams need strategic interventions that address care gaps, barriers to health and inequities driven by systemic challenges.

ZAIDYN Care Gaps and Health Equity solutions help evaluate therapy-area inequities, underserved patient populations and social determinants of health (SDOH). It enables the development of targeted marketing strategies, customized local engagement and optimized clinical trials.

Holistically evaluate health disparities and care gaps to better:

- Prioritize assets based on quantified unmet need concentration

- Identify potential new therapies

- Optimize R&D investment

- Forecast potential revenue

Creating real-world impact

Mitigate barriers and drive outcomes through:

~4-5%

Expedited patient opportunity to bring on a client brand by mitigating SDOH barriers

~11-22%

Additional patient opportunity to deliver affordable care

A large pharma company builds health equity interventions with ZAIDYN

The company leveraged the ZAIDYN Care Gaps and Health Equity solutions to develop effective interventions across commercial and health equity engagements in underserved communities. **Discover how**

Impact where it matters.®

Features

Quantify and compare care gaps

Understand barriers to care

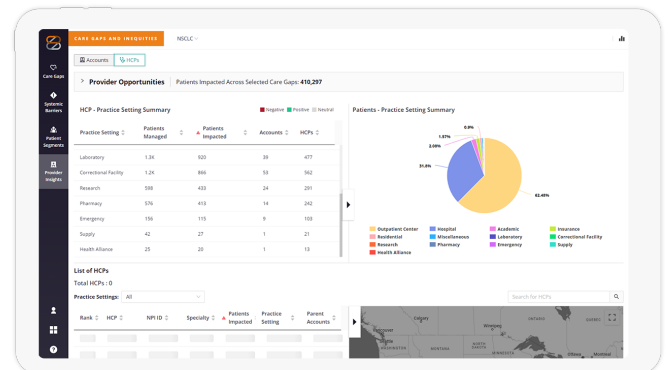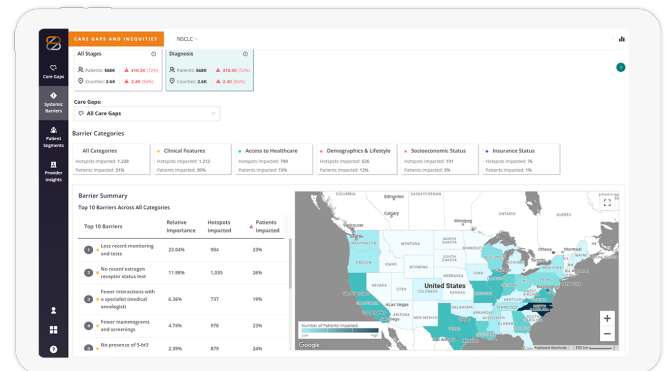**Identify and prioritize relevant archetypes**

Assess socioeconomic factors

Our technology

ZAIDYN Care Gaps and Health Equity solutions help pharma identify and evaluate barriers and care gaps to maximize equity initiatives and deploy intentional local programs that drive treatment expansion and improve patient outcomes.

ZAIDYN Care Gaps and Health Equity solutions help:

- Identify and quantify prevailing treatment pathways, care gaps, drivers and their impact on patient outcomes.

- Evaluate SDOH data geographically to identify and prioritize relevant locations, patients and healthcare providers.

- Develop customized engagement strategies optimized for affected communities and hot spots.

- Analyze any third-party and consumer data and ease data transfer concerns with proprietary AI and machine learning algorithms.

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.