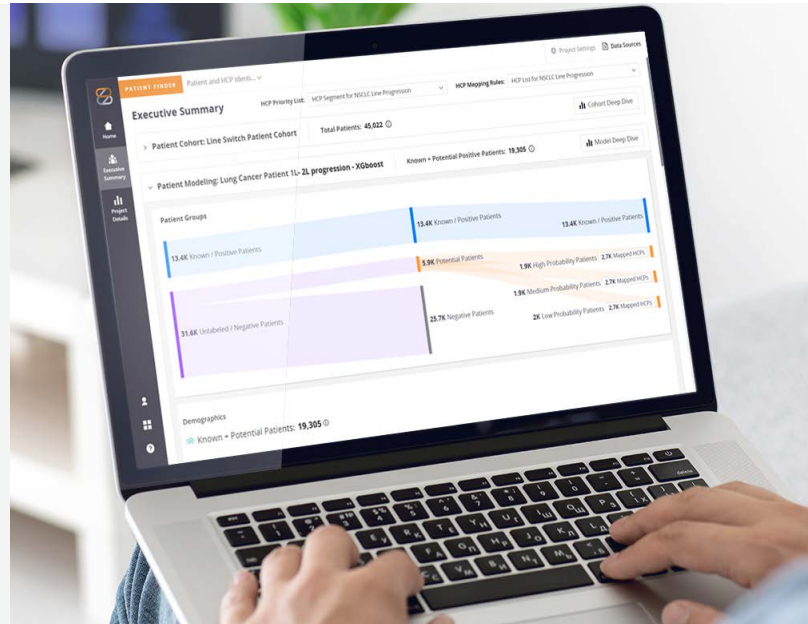


# Accurately identify patients of interest to improve health-care outcomes

ZAIDYN™ Patient Finder



## Overcome obstacles to increase patient capture

To develop effective patient engagement strategies, pharma teams need reliable insights that identify and predict undiagnosed, misdiagnosed, and underdiagnosed patients.

ZAIDYN Patient Finder uses state-of-the-art algorithms for real-world data (RWD) event prediction to reveal precise patient opportunities and relevant treating physicians.

It helps identify and assess patients of interest for even the rarest diseases with:

- Enterprise-grade application powered by advanced data science
- An intuitive low-code, no-code user-friendly interface
- Sophisticated modeling and feature generation
- AI and machine learning algorithms

## Creating real-world impact

Predict events in the patient journey with:

**~10%**

More accuracy than the traditionally used method

**30%**

Faster development of overall patient event prediction time

### ZS helped a large pharma company double its patient capture rate for a genetic biomarker

ZAIDYN Patient Finder identified patients across disease stages. It then delivered healthcare provider (HCP) mapping and prioritization to reveal the real opportunities within the precise oncology market.

## Key features



Identify 2x additional patients



Map patients to relevant HCPs



Tailor models across therapy areas



Deliver insights directly to reps

## Our technology

ZAIDYN Patient Finder provides comprehensive insights into the patient journey, including drivers of misdiagnosis, typical patient pathways, and physicians' diagnostic patterns.

### Confusion matrix

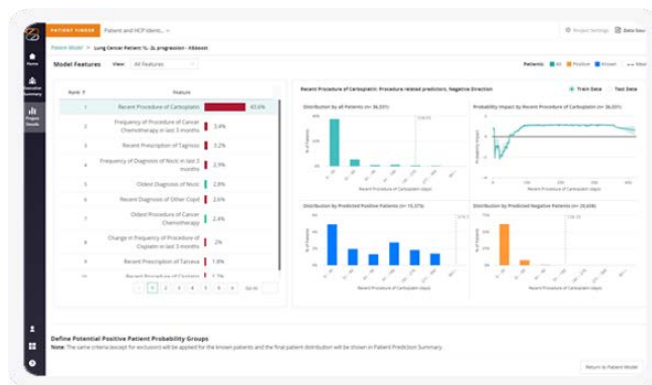
- Accurately predict potential patients across therapy areas, including rare diseases, based on phenotypic characteristics.
- Estimate the true market potential for treatment areas with low or poor capture.
- Develop and deploy customized data science algorithms.

### Model features and relative significance

- Build end-to-end models for targeted patient event prediction.
- Ensure transparency regarding algorithm functionality and medical significance.
- Leverage scalable cloud architecture and seamlessly operate across most commercial RWD sources.

### Mapped HCPs

- Create a high-level summary of HCP and patient potential.
- Deliver insights directly to field representatives using automated processes and insight integration.
- Inform sales force sizing, clinical trial recruitment, and HCP targeting with data-driven insights.



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](http://www.zs.com) or follow us on LinkedIn.

