

Maximize the impact of medical affairs to drive better treatments

ZAIDYN™ Engagement Pulse



A single platform to optimize stakeholder management

To enhance treatment experiences and contribute to positive patient outcomes, medical affairs organizations need an optimized stakeholder engagement model that helps identify and manage the business challenges that medical science liaisons (MSLs) face.

ZAIDYN Engagement Pulse enhances the effectiveness and coordination of daily operations by providing broad monitoring capabilities across medical affairs activities.

Tailored for both medical headquarters and field medical teams, ZAIDYN Engagement Pulse empowers informed decision-making by:

- Consolidating data and insights into a single platform
- Facilitating data-driven assessment of MSL engagement strategies
- Supporting stakeholder planning and management

Features



Comprehensive outlook



Quantitative indicators



Real-time updates



Real-world collaboration

Creating real-world impact

ZAIDYN Engagement Pulse evaluates the execution, effectiveness, and impact of Key Opinion Leader (KOL) engagements and medical objectives, providing medical affairs the ability to:

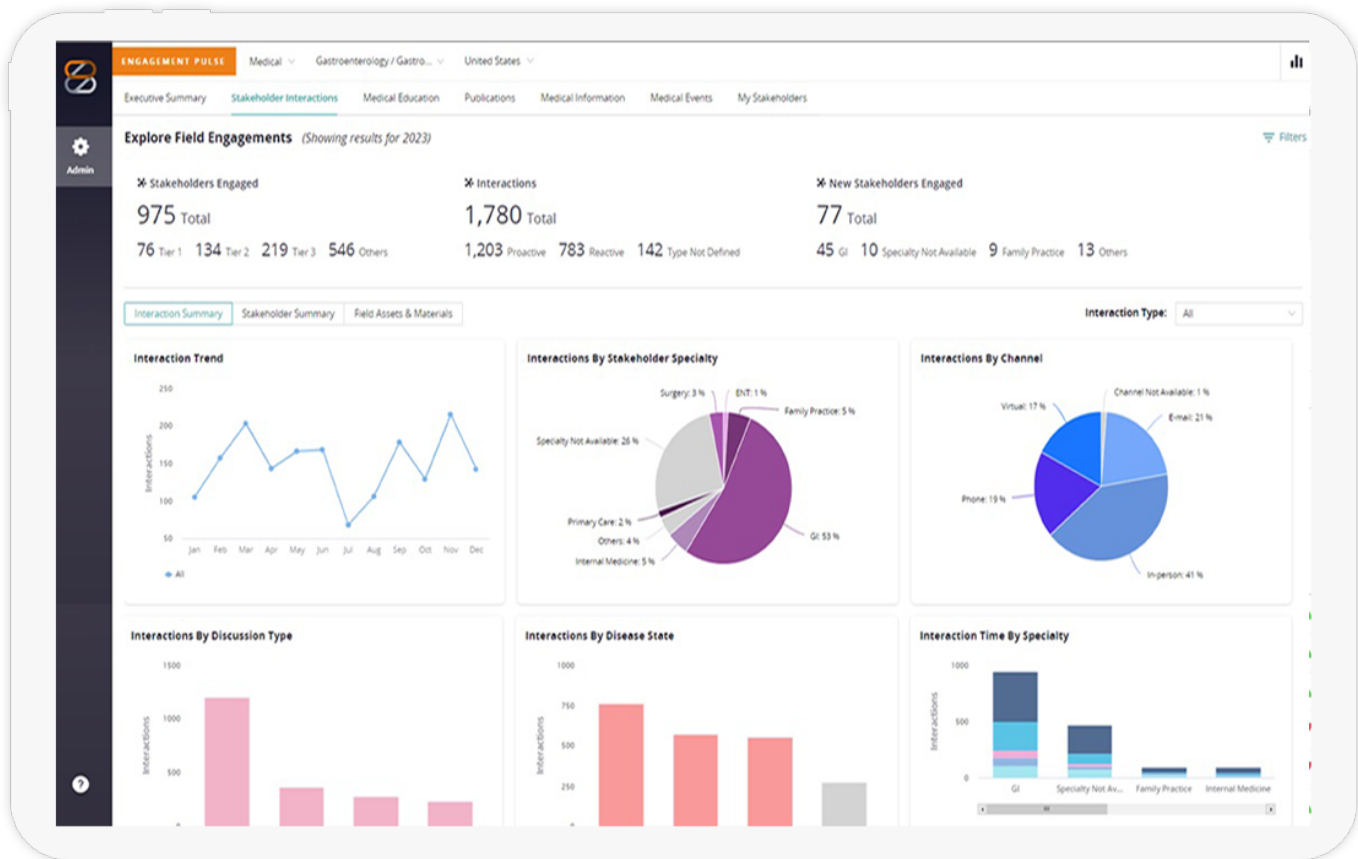
- Coordinate strategic efforts and outcomes
- Demonstrate impact and value narratives

ZS helps an emerging pharma company streamline a product launch

Our client wanted an end-to-end solution to track the progress of all medical affairs activities. Its goal was to efficiently monitor the team's efforts using actionable indicators across key dimensions with a focus on product launch outcomes. Using ZAIDYN Engagement Pulse, the client is now measuring progress across leading indicators and demonstrating its impact to C-suite leadership.

Our technology

ZAIDYN Engagement Pulse is a comprehensive application that assists in measuring the impact and outcomes of field teams, providing valuable feedback to optimize stakeholder management.



Explore field management

- Showcase the impact of medical teams across domains such as stakeholder engagement and medical education
- Measure overall engagement and quantify activities using tracking and impact KPIs to optimize stakeholder strategies
- Leverage real-time field data for responsive decision-making and MSL course correction

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](#).

