ZAIDYN
BY ZS

Take the guesswork out of speaker program planning and execution

ZAIDYN™ Peer to Peer Program Designer (P2P)

AI powered solution to optimize speaker programs

Each year, pharma companies invest millions of dollars to plan and execute high-impact speaker programs, empowering HCPs with the information needed to make informed patient care decisions, all while building brand and product awareness.

ZAIDYN™ Peer to Peer Program Designer (P2P) is an AI-driven application that enhances speaker program planning strategy by providing data-driven recommendations to help pharma teams design their optimal event.

Determine the right mix of speakers, topics, attendees and locations while reducing costs and ensuring compliance with:

- Speaker bureau identification
- Optimized program to HCP reach ratio
- Performance reporting
- Adaptive learning

Creating real-world impact

Deliver more effective speaker events with the potential benefit of:

10-20%
Greater HCP attendence

10-20%
Fewer programs required

100%
Compliance adherence

ZS helped a pharma company improve program attendance and target reach to achieve 93-95% engagement.

ZAIDYN P2P Program Designer, seamlessly rolled out and integrated with the Next Best Action (NBA) platform, provided optimized recommendations to reps, including well-connected, highly influential speakers.

Impact where it matters.®

Features

Program planning strategy and speaker bureau design
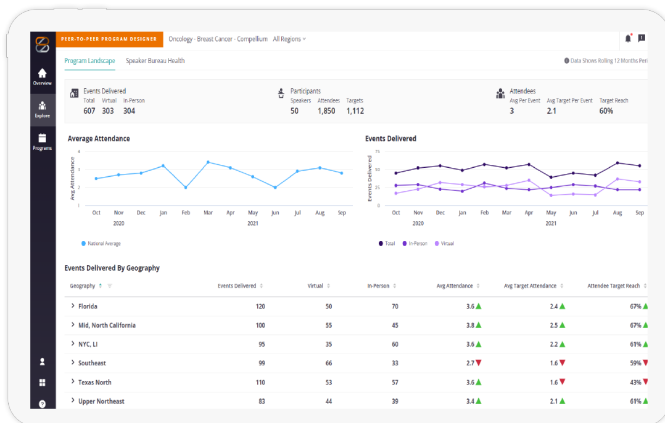
Seamless integration

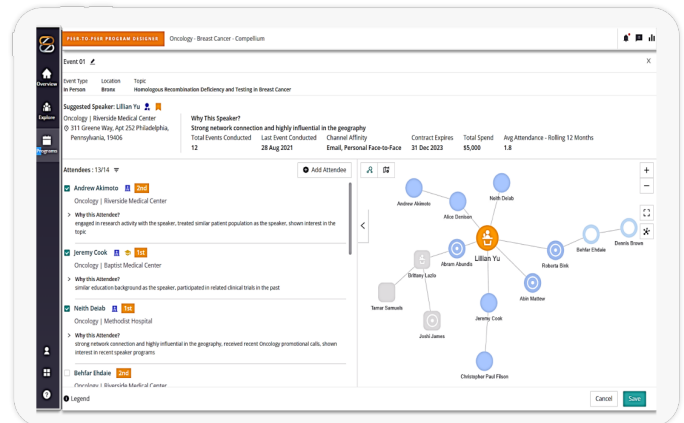Precise program planning powered by AI-algorithms

Compliance safeguards

Our technology

ZAIDYN P2P Program Designer platform has two intuitive modules: One supports analysis of the program landscape, while the other allows users to design their ideal event.

Explore module: Analyze program performance

- Evaluate historical program effectiveness and speaker bureau health summarized key metrics and essential KPIs.

- View the complete landscape of programs in a disease area along with event level metrics by geography, topics and attendees.

Programs module: Design tailored programs

- Design events with precision using centralized user parameters.

- Dive deep into data with program design summaries and reviews of individual speaker-attendee recommendations for individual events.

Learn more: https://www.zs.com/insights/bridge-pharma-knowledge-gaps-via-ai-speaker-programs

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.