

Uncover the value of integrated patient data

ZAIDYN® Patient Data Hub



Centralize and integrate patient data compliantly

Pharma companies face significant challenges in integrating patient datasets securely and compliantly. This leads to roadblocks in understanding the patient journey and delivering intelligent patient solutions.

The ZAIDYN Patient Data Hub is a cloud-based platform for securely managing patient identifiable information (PHI). It allows patient support, brand, IT, analytics, and market access teams to store, manage, and analyze patient data, leading to improved clinical and operational outcomes.

It features:

- **Centralized data integration:** Combine data from first, second and third-party patient sources
- **Compliance:** Ensure strict adherence to state and federal regulations
- **Cross-Referencing:** Enhance insights by linking data
- **Intelligent patient solutions:** Power innovative patient analytics and engagement
- **Life sciences optimization:** Tailored adaptors, rules and models

Creating real-world impact

ZAIDYN Patient Data Hub enables clients to build a robust patient data management ecosystem, uncover valuable insights and enhance patient experience by leveraging novel data sources, such as call center data.

- 100+** patient datasets integrated across oncology and rare disease
- 50+** channel partners across clients, including specialty pharmacies and hubs
- 20+** disease journey studies to extract insights from
- 50%** reduction in time to insights on channel partner performance and patient journey tracking

An end-to-end patient data solution

A major pharma company sought an end-to-end solution to connect multiple siloed patient data sources to better understand the patient journey and identify reasons for patient drop-offs. ZS delivered by leveraging integrated analytics from patient services, specialty pharmacy and claims datasets via tokenization and integration.

Impact where it matters.®

Key features



Prebuild
data models



Gen-AI-ready
patient platform



Batch
adaptors



Compliant
infrastructure

Our technology

Patient Data Hub combines our industry-leading platform with the application of deep expertise and experience.

You get:

- More than just data aggregation – Outcome based thinking to create patient data hub to enable analytics
- The aggregation of various patient data sources to store in a secure centralized data warehouse
- Seamless upstream and downstream integrations and prebuilt modules
- Robust and well-defined DQM framework with various technical, business and domain checks
- Defined operating model to coordinate with data vendors
- Defined policies and procedures to ensure secure and compliant data processing



Learn more: zaidyn.com/patient

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](#).

