ZAIDYN
BY ZS

Insights to improve patient care

ZAIDYN™ Health Insights

Harness the power of AI and real-world data to shape the future of healthcare

Our world is more connected than ever. But for many patients, connected healthcare is still out of reach. To bridge care gaps, reduce inefficiencies and improve health outcomes, we must understand what people really need, meet them where they are and empower them to participate more fully in their care.

ZAIDYN™ Health Insights gives you a human-centered view of the healthcare ecosystem so you can better spot opportunities to measurably improve health outcomes, equity and experiences for patients and providers.

ZAIDYN Health Insights helps you create a better future for patients by providing your teams with:

- Seamless and secure data from healthcare and non-healthcare sources so you can use real-world intelligence to make better decisions

- Comprehensive insights about disease areas and treatments so you can better engage providers and identify where your brand can have the greatest impact for patients

- A deep understanding of the levers that impact health outcomes—from care management design to health equity barriers—so you can spot, and even predict, ways to engage sooner

Impact where it matters.®

CREATING REAL-WORLD IMPACT

5%-12%
Higher brand adoption, driven by insights

40%
Faster speed to get from data to actionable insights

20%
Reduced cost of generating patient insights

A large pharma company designs health equity interventions with ZAIDYN

A large biopharma company used Care Gaps, a product within ZAIDYN Connected Health, to develop targeted interventions that improved commercial and health equity programs in underserved communities. Care Gaps helped the company identify latent demand, clear barriers tied to social determinants of health, and improve health equity for patients in many geographical regions. With an efficient, scalable way to serve up insights for different communities and patient populations, the company's teams were able to deliver a better standard of care. Read the case study.

A midsize biopharma company optimizes costs and improves efficiency with ZAIDYN

A global biopharmaceutical company needed a modern analytics platform to fuel a new brand launch. With ZAIDYN, they found the patient analytics capabilities needed to drive a successful launch, scale as they grew and meet data governance requirements. The solution automated the insights generation process, empowering their teams to make data-informed decisions quickly, cut costs and efficiently commercialize future products.

See what's inside ZAIDYN

Health Insights is a suite of solutions to help you improve health outcomes and engage with patients and providers in meaningful ways.

Patient Finder
- Plug in algorithms to identify undertreated or underserved patient populations and the HCPs best positioned to manage them.

- Uncover potentially undiagnosed or misdiagnosed patients for a given disease so you can address unmet care needs.

Patient Journey
- Quickly develop comprehensive machine learning-driven insights about disease interventions to remove friction from the patient care journey.

- Optimize your brand positioning using population-level data to compare the performance of different treatment pathways.

Health Equity
- Get detailed insights on systemic health inequities to help you create effective local interventions.

- Bridge gaps with contextual insights that help you find effective and meaningful ways to deliver local interventions and address healthcare's thorniest health equity and access issues.

Opinion Leader Intelligence
- Find and engage with key opinion leaders (KOLs), rising stars and their influence networks.

- Access therapy area-specific KOL profiles with insights into treatment practices, scientific and clinical activities, peer connections and topic affinities.

Peer to Peer Program Designer
- Enhance the impact of your speaker programs with an app that delivers data-driven recommendations on everything from annual budget planning to curating the right mix of speakers, attendees and program topics.
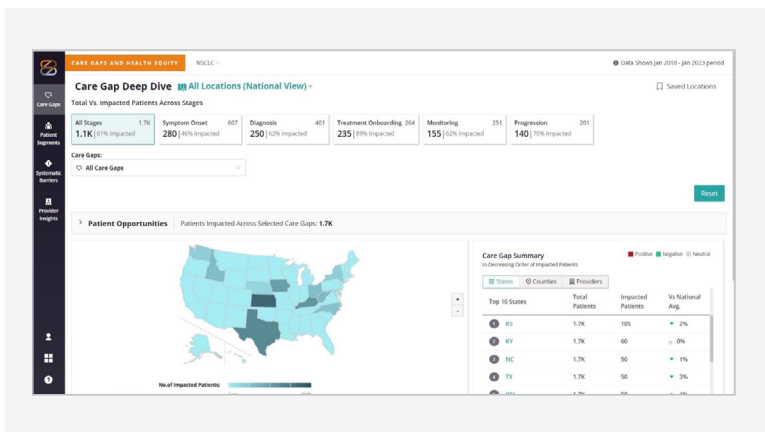
PRODUCT FEATURES

◯ Prebuilt pipelines for unstructured data

◯ Embedded AI-generated insights
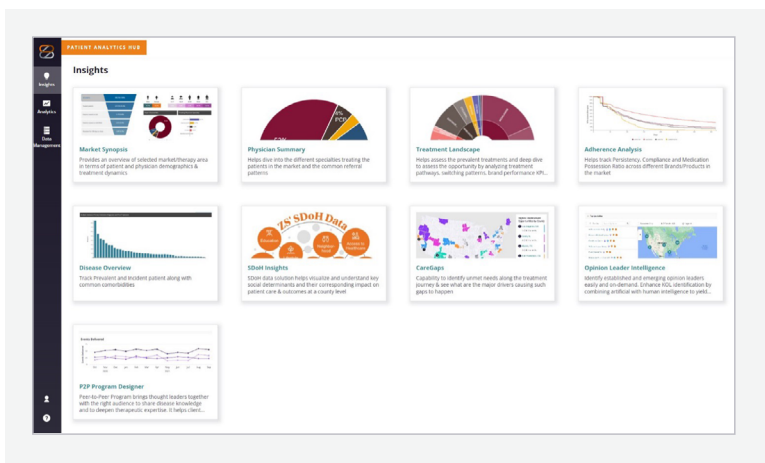
Patient Analytics Hub

- Manage and transform multiple real-world data sources using a unified data model, built-in data quality management tools and pre-configured access rules.

- Serve up powerful out-of-the-box patient insights.

Care Gaps

- Harness healthcare and social determinants of health data to identify and quantify prevailing treatment pathways and suboptimal patient outcomes.

- Model the drivers of care gaps and find effective ways to close them.

Engagement Studio

- Plan to engage with prioritized key external experts through the right channels at the right time with the right scientific content that reflects your stakeholders' interests and your company's strategic objectives.

- Use past interactions and other data sources to personalize your engagement with stakeholders, based on their specific educational needs, interests, preferences, activities, etc.

Engagement Pulse

- Ingests your CRM data for activity tracking, including number of engagements, KOLs engaged, content shared, etc. Metrics are tracked against benchmarks in order to monitor progress and quickly highlight areas that require attention.

- Measure your impact through leading metrics (i.e., customer sentiment) and lagging metrics (i.e., patient outcomes).

Organic Media Intelligence

- Track brands and customer sentiments across multiple channels, including news and social platforms.

- Use AI to synthesize insights across a wide variety of media sources and find opportunities to improve your brand's positioning.

Social Determinants of Health

- Understand the factors influencing health outside of the care setting from a patient lens.

- Develop engagement strategies based on prevailing patient unmet needs and inequities. Customize targeted engagement based geography and stakeholder type.

Panorama

- Get unique insights into physician-level treatment preferences and expertise areas that have been derived from rich cross-therapy area data and ZS research.

- Use Panorama insights to refine your physician engagement strategy and tailor execution around individual customer preferences.

Learn more: 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 tech 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.