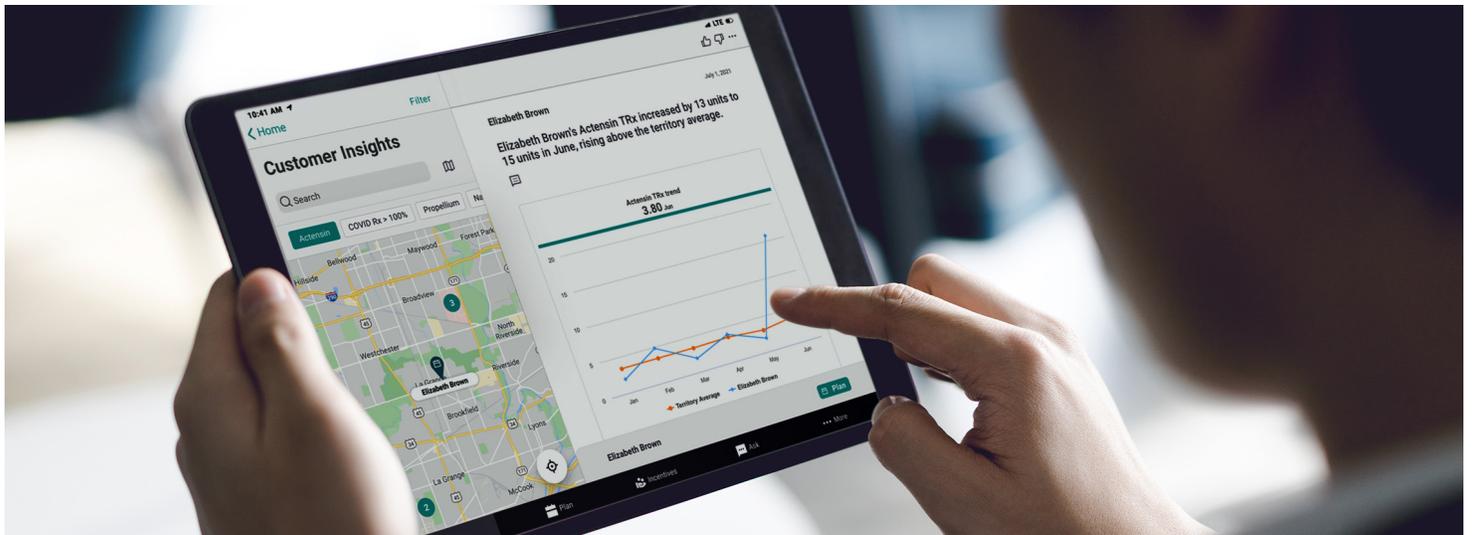


# Accelerate your digital journey with a platform made for life sciences

ZAIDYN™ by ZS



## Improve business outcomes and deliver therapies that matter

In the global healthcare market, offering personalized, patient-centric care requires better ways to deliver therapies that matter. Getting there requires acknowledging regional needs as well as overcoming information silos, outdated processes, and isolated decision-making.

ZAIDYN is an intelligent, cloud-based platform for data, analytics, algorithms and digital workflows that empowers your people to transform processes and create real change. It combines and expands upon the best of ZS's existing technology and data-analysis offerings, formerly JAVELIN®, REVO™ and VERSO™.

Built by ZS to accelerate the use of AI across the full spectrum of life sciences disciplines, ZAIDYN learns with you—and gets smarter with every user and use.

## Achieve mastery, gain momentum

ZAIDYN offers you the momentum to anticipate changing market conditions with the mastery of an ever-evolving toolset that frees your people to respond proactively.

- Empower your teams with data and analytics that provide timely insights for more strategic decision-making
- Enhance customer engagement with relevant messaging that's integrated with commercial orchestrations
- Align and motivate your field organization through dynamic engagement planning
- Deliver therapies to patients with greater agility
- Understand what drives patient satisfaction with actionable insights

**CREATING REAL-WORLD IMPACT**

ZAIDYN expands on more than 40 years of ZS software expertise.

**150+**

companies use our software to drive business decisions

**900+**

clinical trials supported by our clinical development offerings

**15%–40%**

improvement in HCP interactions with our customer engagement offerings

**10%–20%**

reduction in therapy discontinuation with our patient engagement offerings

**100,000+**

field reps around the world track performance using our field performance offerings

**10,000+**

users rely on our data and analytics offerings

**Aerie product launch goes from zero to 60**

In a highly competitive market, Aerie Pharmaceuticals needed to launch a new chronic disease drug quickly. With insights and analytics from ZAIDYN, Aerie's sales force could more closely examine trends and individual customers to create more successful strategies — allowing Aerie to engage customers faster and better, as well as compete with bigger companies.

[Read more.](#)

**UCB engages physicians to meet patients' needs**

UCB wanted to collect insights on HCPs' customer journeys to ensure the company is getting its solutions to patients who need them. To do so, UCB's field teams use ZAIDYN's advanced analytics and AI to gain a nuanced view of each HCP. Employees in the field can now interact with HCPs more meaningfully by understanding their needs.

[Read more.](#)

**Why ZAIDYN**

ZAIDYN meets today's demands for data availability and integration, talent, and infrastructure that enables analytics exploration.

**Insights without boundaries**

Harness cutting-edge analytics in one platform, with a common data foundation that makes insights accessible through a modern UI.

**Faster time to value**

Leverage the most successful practices from both intracompany and intercompany intelligence.

**Deep industry expertise**

Gain access to intelligence rooted in a fluency in the full spectrum of life sciences—from research and development and supply chain to commercial and patient outcomes.

**Right-sized platform that scales with your business**

Gain the flexibility to meet your organization's needs today and in the future with a cloud-native platform built on AWS that scales across business units, infrastructures and regions for seamless go-to-market campaigns and ongoing innovation.

**ZAIDYN: What's inside**

The intelligent, cloud-based life sciences platform that brings together data and insights, enabling you to set new directions that impact business and patient outcomes.

**ZAIDYN Customer Engagement**

Create personalized customer journeys to define, drive and strengthen customer relationships.

**Orchestration Engine**

Learn healthcare providers' preferences and orchestrate personal customer journeys.

**Field Activation**

Give reps dynamic, personalized suggestions for how to engage healthcare providers.

**Omnichannel Next Best Actions (NBA)**

Learn how physicians interact in digital and in-person channels and trigger what touchpoint should happen next.

**Content Personalization**

Personalize every interaction with AI-powered modular content development for emails and other digital channels.

**Customer 360**

Meet your customers' evolving needs and preferences. Data from digital and non-digital channels sync up to provide insight into how customers engage with your brands, products and the broader healthcare ecosystem.

**Algorithm Exchange**

Run and train algorithms from our library, including next best action and dynamic targeting, or develop and incorporate your own.

**Data Subscriptions**

Proprietary syndicated data offerings AffinityMonitor® and AccessMonitor™ provide a comprehensive understanding on how HCPs engage across sales and marketing channels.

## ZAIDYN Field Performance

Optimize field deployment for each local healthcare market and motivate the entire field force.

**Field Deployment**

Optimize and align teams to suit local healthcare markets and create dynamic loops between conditions on the ground and headquarters.

**Field Incentives**

Make the field experience more rewarding by surfacing individual compensation information and related performance insights.

**Field Activation**

Reps can see progress toward incentive goals and make changes along the way with field insights and dynamic call plans.

## ZAIDYN Data & Analytics

Put insights into the hands of business users with intuitive modules and apps.

**Insights & Analytics**

Get a suite of pre-packaged analytics for brand launch, patient and customer, medical affairs and more.

**Intelligent Apps**

Fuel smarter decisions with a suite of apps designed to deliver relevant, data-driven insights for business users.

**Analytics Workbench**

Create a single, curated data layer that connects to business intelligence and visualization tools to enable self-service analytics capabilities.

**Algorithm Exchange**

Run and train algorithms from our library or develop and incorporate your own algorithms to create something new.

**Data Hub**

Manage data pipelines with guided workflows, connectors, quality checks and more. Prioritize processing speeds with elastic data processing.

**Data Mastering**

Create a single source of truth for information on healthcare providers and organizations. Use configurable rules to control data from multiple sources.

**Data Catalog**

Shop your company data with just a few clicks. Users can learn about the data available through glossaries of definitions and business rules.

## ZAIDYN Clinical Development

Accelerate drug development, break down silos and barriers, and connect your teams with the insights they need to shape the future of clinical research.

**Study Planning**

Select the best sites and countries for each study and set your clinical trials on a continuous improvement cycle. Arm your teams with data-driven insights and the ability to forecast changes, model scenarios and predict challenges so they can pivot and make smarter decisions throughout the study planning process.

## ZAIDYN Marketplace

Explore a growing suite of life sciences applications, algorithms, and data subscriptions to help companies evolve ahead of their needs.

**Applications**

Maximize the value of your existing programs and solutions with smarter life sciences applications that fuel collaboration and maximize the value of your tech stacks.

**Algorithms and models**

Advance Life sciences algorithms and models add AI power, automation, and speed to your technology ecosystem that gets smarter with every interaction.

**Data Subscriptions**

Unlock the power of crowd-sourced data and industry benchmarks and make better decisions.

- **Affinity Monitor:** Arm your teams with the latest industry benchmarks, HCP activity and trends in engagement and preferences across marketing channels so they can find effective ways to reach their targets.
- **Access Monitor:** Empower sales teams to work smarter, not harder, by supplying the data they need to make the most of each HCP interaction and find the best paths to prescribers across specialty areas.
- **Panorama:** Discover better ways to engage your target audiences. Access rich, holistic patient-level data that spans therapy areas—combined with the latest ZS research on activity across physicians and care teams, payers, plans and brands—so you can optimize your outreach.

## ZAI DYN Health Insights

Demystify the risks and barriers to health equity and outcomes so you can close care gaps, optimize treatment options, and deliver timely interventions based on actionable insights.

### Patient Finder

Build a data-driven patient engagement strategy fueled by insights your teams can trust so you can find and predict undiagnosed, misdiagnosed, and underdiagnosed patients and improve their care journey.

### Patient Journey

Discover new ways to optimize your brand using population-level data to measure and compare the performance of different treatment pathways.

### Care Gaps

Harness data from healthcare and nonhealthcare sources to understand care gaps and build strategies to close them.

### Health Equity

Break down complex barriers to health equity with contextual insights that help you deliver meaningful local interventions.

### Patient Analytics Hub

Manage, transform, and scale cross-functional patient insights across a variety of data sources so you can build and enhance your brand.

### Opinion Leader Intelligence

Take the guesswork out of relationship building so you can find and engage key opinion leaders; connect with rising stars; and navigate an evolving network of peers, players and influencers with confidence and clarity.

### Algorithm Exchange

Run and train ZS's industry-tested patient data algorithms, including those optimized to close care gaps, identify unmet needs, and broaden health equity. Or develop and add your own algorithms to create something new.

### Data Subscriptions

Use the latest propriety ZS data in your models or dashboards, including subnational data sets illuminating social risk profiles and physician disease management personas.

## ZAI DYN Patient Engagement

Transform the experiences of patients and caregivers using personalized, AI-powered engagement and human-centric solutions to elevate health outcomes.

### Patient Intelligence

Rapidly enhance your patient engagement with individualized, AI-powered insights and recommended interventions to improve health outcomes.

### Patient Data Hub

Integrate first, second and third-party patient data sources in a centralized and compliant hub to connect and power patient insights.

### Connected Patient

Innovate in a compliant and connected patient data environment so you can develop meaningful, patient-facing solutions faster.

## ZAI DYN Connected Research

Make clinical trial participation easier and more inclusive while generating real-world evidence to accelerate your commercial goals.

### Digital Evidence

Accelerate data collection and evidence generation while making it easier for diverse participants to engage in traditional, virtual, or device-enabled studies.

## Flexible engagement model

From self-service to fully managed business processes as a service (BPaaS), ZAIDYN offers a flexible engagement model to fit your ecosystem, team and budget.

- Leverage existing infrastructure and talent investments, adding the components and capabilities you need when you need them.
- Drive the productivity and confidence of your data, analytics and business teams, adding additional expertise as needed.
- Effortlessly add new regions, business units and brands to scale globally with confidence.

### KEY FEATURES



#### Modular domain knowledge

Built on decades of life sciences and technology expertise, ZAIDYN offers modular knowledge sets you can select and combine to meet business objectives.



#### Seamless user experience

Offer your teams the full range of channels to suit their work styles (mobile, chat, web) and give them what they need—how and when they need it.



#### Robust data security

Protect your intellectual property and your data securely within your organization through the platform's industry compliance.



#### Technology-inclusive

Gain flexibility from business-ready connectors to third-party data sources, companion apps and operational systems. Connect to existing technology ecosystems to meet future needs with a cloud-native platform built on AWS.



#### Compatible, symbiotic algorithms

Enhance your algorithms and work with ours, fueled by industry-leading analytics that complement existing data and AI.



#### Pre-built connectors and APIs

Bring your technology ecosystem together with connectors to over 120 life sciences data sources and APIs to automate and activate insights through digital workflows.

Learn more at: [zs.com/zaidyn](https://zs.com/zaidyn)

### 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 12,000 employees in 35 offices worldwide.

