ZAIDYN
BY ZS

Transform patient support with AI-driven, personalized care

ZAIDYN® Patient Intelligence

Elevate engagement by connecting the patient journey

Disconnected data and fragmented views hinder effective patient engagement and create challenges in patient therapy initiation and adherence. ZAIDYN Patient Intelligence solves this by integrating data from various sources, giving your patient support teams the tools to:

- Profile each patient

- Identify patients at risk of dropping off and the reasons why

- Mine hidden insights and improve the actionability of patient service programs

- Create targeted interventions for patients at risk of not starting or discontinuing therapy

- Plan tailored interventions across patient support program (PSP), marketing and healthcare professionals (HCP) efforts

Creating real-world impact

ZAIDYN Patient Intelligence provides rule- and AI-driven alerts, risk scores, recommended actions and dashboards on customer insights and visibility into an action's impact.

15%-20%
Reduction in never starts

10%-20%
Boost in adherence

10%-15%
Boost in patient service role productivity

ZS enabled holistic patient engagement for a large pharma client

ZAIDYN Patient Intelligence was implemented in client's technology ecosystem to drive interventions at a N=1 level. This approach activated 50,000 additional patients and resulted in a 2-3x increase in conversions, 20%-30% reduction in never starts and a 10%-20% decrease in discontinuations.

Impact where it matters.®

Features

 Patient-level intervention recommendation

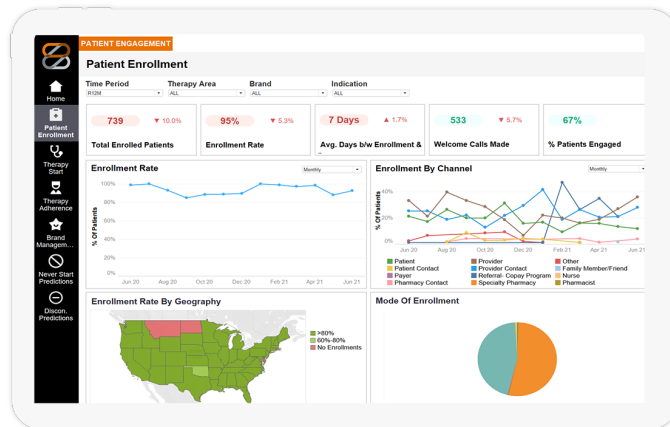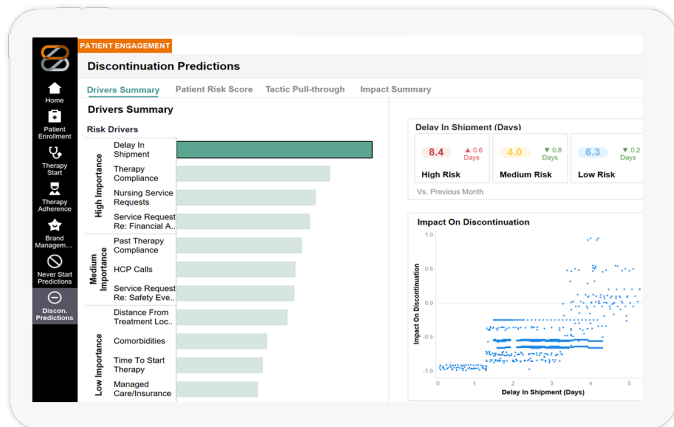 AI and machine learning-powered reports and insights

 Connectivity with last-mile execution systems

 Extract consented call insights

Our technology

Transform your data into actionable insights and intervention strategies. Monitor program performance and patient risk factors to refine care approaches.

Patient prediction models
AI-driven models identify patients at risk of not initiating or discontinuing treatment and recommends next steps.

Patient insights dashboards
Descriptive analytics and outcome visualizations allow teams to understand individual patient needs and design tailored patient services and marketing interventions.

Kural
A ZS Voice of Patient AI tool mines unstructured call-center data for insights. Kural's dashboard tracks patient needs over time and provides actionable metrics through a three-step immersive process.

Measurement
Impact measurement capabilities quantify the outcome of investments.

Learn more at: zaidyn.com/patient

About ZS

ZS is a management consulting and technology firm that partners with companies to improve life and how we live it. We transform ideas into impact by bringing together data, science, technology and human ingenuity to deliver better outcomes for all. Founded in 1983, ZS has more than 13,000 employees in over 35 offices worldwide. To learn more, visit www.zs.com or follow us on LinkedIn.