ZAIDYN BY ZS

Reimagine the patient journey with connected data and AI

Explore our case studies



Our philosophy

Patient data should help teams make decisions early enough to improve the patient journey and outcomes. Making those decisions requires a trusted view across specialty pharmacies, patient services hubs, patient support programs, claims and other sources.

ZAIDYN® Patient Analytics & Insights helps life sciences teams reimagine data aggregation, analytics and insights through an AI-enabled application. It brings fragmented patient, hub, pharmacy, claims and engagement data together into a trusted, deidentified intelligence layer—creating a more connected view of the patient journey.

With that foundation, teams can:

- Connect fragmented patient signals across sources into a consistent longitudinal view
- Identify access and journey barriers that may delay or disrupt patient support
- Understand channel and partner performance across programs and services
- Apply AI-enabled analytics and insights to surface patterns, anomalies and opportunities that may otherwise be difficult to identify
- Enable faster action by giving access, patient services, analytics and IT teams a shared view of the patient journey

ZAIDYN goes beyond dashboards by embedding intelligence across the data life cycle—from aggregation and quality through analytics and insight generation. This flexible, AI-enabled foundation helps teams spend less time reconciling fragmented data, act faster on emerging insights, and adapt as therapies, partners, data sources and patient-support models evolve.

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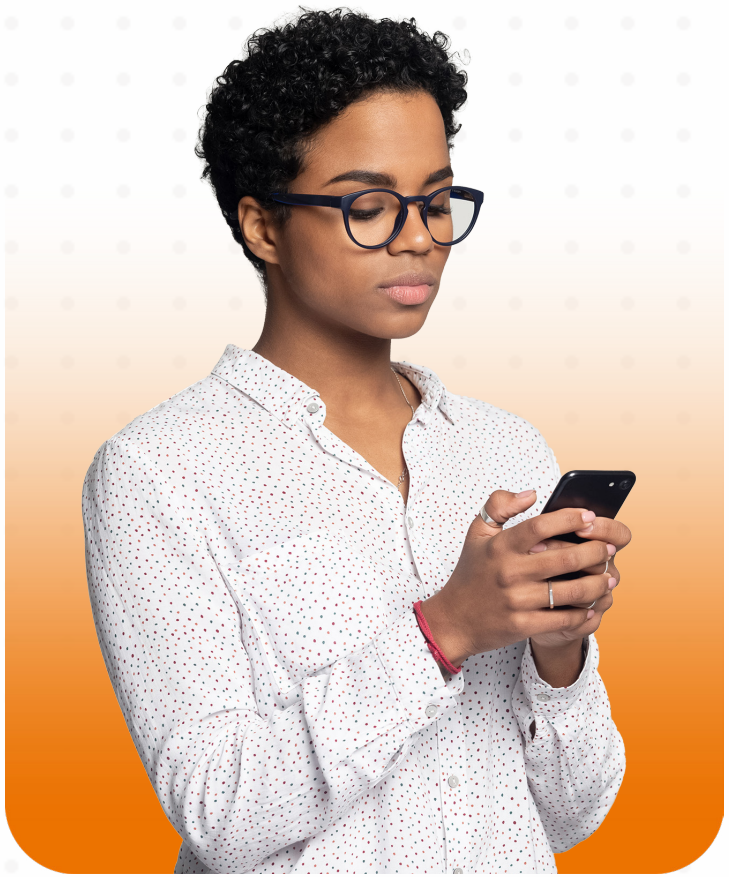
“The real test is what happens when programs and priorities change. A new therapy, partner or data source shouldn’t force teams back to square one. Your data foundation should give you room to adapt and keep moving.”

– Kirti Prakash, principal, ZS patient strategy and services

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Case study 1

Connecting patient and payer data to identify access barriers



ZAIDYN connects specialty pharmacy, patient services hub and Komodo data to uncover access barriers across the patient journey

The client

A leading biopharmaceutical company wanted a more complete view of the patient journey by connecting specialty pharmacy, patient services hub and longitudinal Komodo claims data.

Challenges

The company needed to:

- Build a connected patient and payer spine by enriching hub and specialty pharmacy records with information available in claims
- Close gaps in hub and specialty pharmacy data, including payer, utilization and longitudinal treatment information that may not be consistently captured
- Map the journey from enrollment through access, fulfillment and treatment using hub and specialty pharmacy status data alongside claims activity
- Identify patient leakage, access barriers and performance drivers that were difficult to understand from individual datasets
- Match patient records across sources while maintaining a deidentified, privacy-preserving data environment

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Case study 1

Connecting patient and payer data
to identify access barriers

ZAIDYN created a connected patient intelligence foundation across specialty pharmacy, hub and claims data, enabling the client to build a more complete patient and payer view and identify access barriers across the therapy journey.

ZS and ZAIDYN SOLUTION

Approach

Key milestones in the journey included:

- Established ZAIDYN as the centralized patient data and analytics environment
- Used Datavant tokenization to securely link deidentified patient records across sources
- Applied multiple token combinations to improve patient matching across hub, specialty pharmacy and claims datasets
- Integrated hub and specialty pharmacy operational data with longitudinal Komodo claims data to enrich missing patient and payer information
- Created a connected data model to support payer-spine development, patient journey analysis and downstream access use cases

Impact

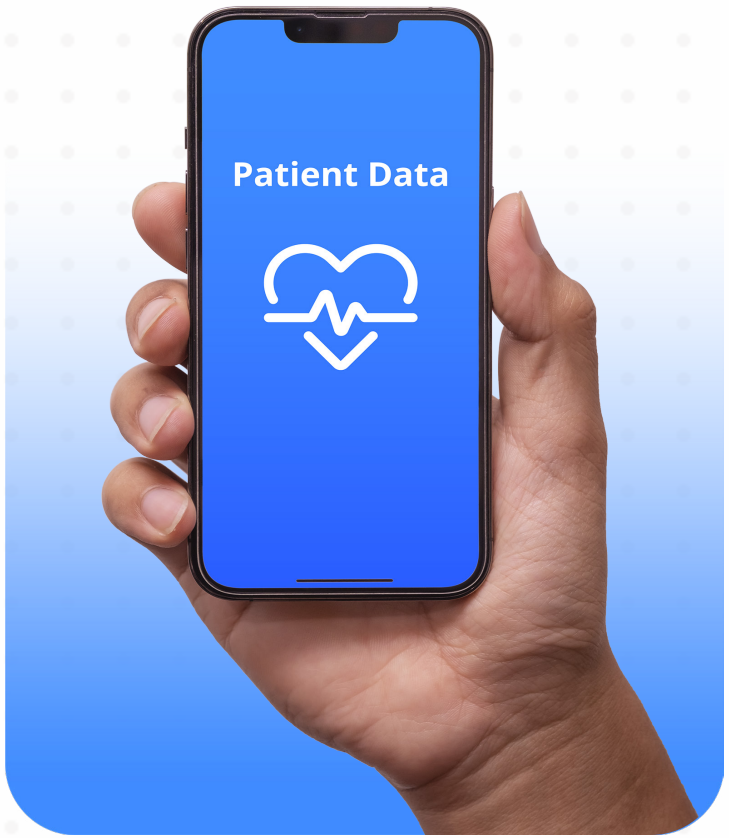
ZAIDYN gave the company a connected view of patient data across sources. The solution:

- Achieved **95%** patient overlap across specialty pharmacy, hub and Komodo datasets
- Created a more complete payer and patient spine by supplementing information not consistently available in hub and specialty pharmacy feeds
- Enabled end-to-end analysis of the journey across enrollment, access, fulfillment and treatment
- Provided a foundation to identify patient leakage and access barriers across the therapy journey
- Enabled teams to examine how payer dynamics, channel activity and patient-service interactions influenced progression through the journey

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Case study 2

Improving patient onboarding through specialty pharmacy and hub data



ZAIDYN integrates specialty pharmacy and patient services hub data to support patient onboarding

The client

A leading biopharmaceutical company needed to manage and report on patient data from specialty pharmacies and patient services hubs while maintaining protected health information (PHI).

Challenges

To support patient onboarding, the company needed to connect specialty pharmacy and patient services hub data from enrollment through shipment while protecting PHI. Specifically, it needed to:

- Map enrollment through shipment using patient services hub and specialty pharmacy status data
- Identify performance drivers and barriers across specialty pharmacy and patient services hub partners
- Use specialty pharmacy, patient and payer combinations to inform patient services hub and specialty pharmacy patient triage
- Deidentify and match records so the datasets can be integrated without exposing PHI

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With ZAIDYN Patient Analytics & Insights and Datavant tokenization, the company built a deidentified, mastered patient data foundation for specialty pharmacy and patient services hub analytics.

ZS and ZAIDYN SOLUTION

Approach

Key milestones in the journey included:

- Built an end-to-end patient data warehousing solution using ZAIDYN Patient Analytics & Insights
- Used ZAIDYN Patient Analytics & Insights for patient deidentification and mastering
- Applied three token combinations to match records, with a match on any one qualifying a patient
- Analyzed performance variation across pharmacies and patient support partners

Impact

The integrated data foundation improved visibility across patient services hub and specialty pharmacy data. The company could:

- Identify **98%** patient overlap between patient services hub and specialty pharmacy datasets
- Compare performance variations across pharmacies and patient support partners
- Use the resulting analytics to inform patient triage guidance and onboarding efforts

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Case study 3

Mapping the patient journey with integrated claims data



ZAIDYN integrates third-party claims data with second-party data to map the patient journey

The client

A leading biopharmaceutical company needed to integrate third-party claims data with specialty pharmacy and patient services hub data to support patient-level analytics.

Challenges

To support patient-level analytics, the company needed to connect specialty pharmacy and patient services hub data with longitudinal third-party claims data in a deidentified view. Specifically, it needed to:

- Integrate specialty pharmacy, patient services hub and third-party claims data for analysis
- Map enrollment to shipment with patient services hub and specialty pharmacy status data plus longitudinal third-party claims data
- Identify performance drivers and barriers across specialty pharmacy, patient services hub and claims data
- Deidentify and match patient records to eliminate PHI from the integrated dataset

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With ZAIDYN and the third-party patient tokenization engine, the company connected deidentified specialty pharmacy, patient services hub and claims data to support an end-to-end view of the patient journey.

ZS and ZAIDYN SOLUTION

Approach

Key milestones in the journey included:

- Established a centralized data warehousing environment using ZAIDYN Patient Analytics & Insights
- Used the third-party patient tokenization engine to match patient records across sources
- Applied four token combinations for patient mastering, with a match on any one qualifying a patient
- Integrated specialty pharmacy, patient services hub and third-party claims data for patient journey analysis

Impact

The integrated data foundation connected patient information across second-party data sources and third-party claims data.
The solution:

- Identified **95%** patient overlap across specialty pharmacy, patient services hub and third-party claims datasets
- Enabled end-to-end analysis of the patient journey
- Created a foundation for patient journey insights and specific analytics use cases

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Case study 4

Measuring conversion from marketing engagement to therapy initiation



ZAIDYN connects marketing and patient services hub data to measure patient conversion

The client

An emerging pharma company launching a treatment for a rare neurological disease needed to connect marketing and patient services hub data to better understand the patient journey.

Challenges

To understand conversion from marketing engagement to therapy initiation, the company needed to connect website opt-ins with patient services hub data while protecting PHI. Specifically, it needed to:

- Measure marketing effectiveness by comparing patient services hub enrollments with patient opt-ins from the website
- Track patients from marketing-channel enrollment to therapy initiation
- Integrate marketing and patient services hub data for analysis
- Deidentify and match records so the datasets can be integrated without exposing PHI

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Case study 4

Measuring conversion from marketing engagement to therapy initiation

With ZAIDYN Patient Analytics & Insights, the company built a deidentified, mastered view of marketing and patient services hub data to analyze conversion toward therapy initiation.

ZS and ZAIDYN SOLUTION

Approach

Key milestones in the journey included:

- Ingested and standardized marketing and patient services hub data
- Used attribute-based matching across the two sources
- Used email as a standalone match or a two-attribute match across name, ZIP code and medication
- Used ZAIDYN Patient Analytics & Insights for patient mastering and deidentification

Impact

ZAIDYN connected patient data across marketing and patient services hub sources. The solution:

- Identified **95%** patient overlap for patients enrolled through a marketing channel
- Enabled comparison of website opt-ins and patient services hub enrollments
- Supported analysis of conversion from marketing engagement to therapy initiation

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Case study 5

Measuring digital health engagement, leads and adherence



ZAIDYN creates a measurement foundation for digital health engagement

The client

A leading biopharmaceutical company partnered with a digital health engagement platform to source new leads and improve product adherence for existing patients.

Challenges

To measure lead and adherence lift, and support revenue-sharing payouts, the company needed a repeatable way to connect digital platform engagement with shipment data while protecting patient information. Specifically, it needed to:

- Objectively measure lift in new leads and product adherence
- Use measured lift to determine payouts under the revenue-sharing agreement
- Operationalize the measurement program for quarterly readouts
- Match client shipment and digital platform user data while protecting patient information

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Case study 5

Measuring digital health engagement, leads and adherence

With ZAIDYN Patient Analytics & Insights and Datavant tokenization, the company created a matched patient data foundation for measuring digital health engagement.

ZS and ZAIDYN SOLUTION

Approach

Key milestones in the journey included:

- Tokenized client shipment and digital platform user data using Datavant
- Selected six token combinations based on data-field fill rates, requiring any two tokens to match for patient mastering
- Used ZAIDYN Patient Analytics & Insights for patient mastering
- Completed a privacy hub risk assessment of the integrated data layout to support HIPAA compliance

Impact

The solution established a secure data foundation for the measurement program. ZS:

- Successfully matched **50%** of the digital platform user base to client data
- Established an integrated data layout assessed as having minimal risk of disclosure
- Created the data foundation for quarterly measurement of lead and adherence lift and related revenue-sharing payouts

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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 15,000 employees in over 40 offices worldwide. To learn more, visit www.zs.com or follow us on LinkedIn.

Why ZAIDYN for emerging pharma

Build for launch. Scale for what comes next.

Emerging pharma teams need data and analytics capabilities that can support launch today and evolve as business grows. ZAIDYN Patient Analytics & Insights brings together first-, second-, and third-party patient data into a single, HIPAA cloud hub—creating a trusted, scalable source of truth in a connected suite of AI applications.

From first launch to additional brands and new geographies, ZAIDYN helps emerging pharma teams build the capabilities they need without rebuilding the foundation each time.

Book a demo