



Drive medical impact and patient outcomes with ZAIDYN® Medical

[Explore our case studies](#)



“With ZAIDYN Medical, we’re bringing together ZS’s deep medical affairs expertise, proprietary ZAIDYN intelligence and agentic AI, designed around the realities and nuances of medical affairs, to help organizations turn insight into confident action. This platform gives medical affairs teams an evidence-led approach to align priorities, execute consistently and show how their work truly influences patient outcomes across regions and at enterprise scale.”

—Sarah Jarvis, Global Head of Medical and Evidence at ZS

“Medical affairs leaders are being asked to inform enterprise-level medical strategy and governance decisions, yet remain constrained by fragmented insights, disconnected workflows and activity-based measures that fall short of explaining real impact. ZAIDYN Medical was built to change that, bringing scientific insight, engagement and outcomes together in a single, end-to-end intelligence platform designed specifically for medical affairs.”

—Siddharth Kumar, Head of Platforms and Products at ZS

Our philosophy

The medical function in pharma acts as the critical bridge between scientific innovation, healthcare providers (HCPs), regulatory bodies and commercial teams. It ensures the company’s products are scientifically sound, ethically promoted and ultimately improve patient outcomes.

ZAIDYN Medical acts as a strategic enabler, leveraging AI and ZS’s pharma and medical domain knowledge to drive medical insights, scientific engagement, insights measurement and regulatory compliance. It is designed for global medical affairs organizations to accelerate decision-making and credibly demonstrate impact without compromising scientific rigor.

The best part is that ZAIDYN Medical has modular components, all of which work seamlessly with organizations’ technological infrastructure and are ready to go into production in a matter of days.

Table of contents

| | |
|---|----|
| Our philosophy | 2 |
| About ZAIDYN Medical | 4 |
| Case study 1: Closing gaps in care | 5 |
| Case study 2: Tapping into industry expertise | 7 |
| Case study 3: Optimize product launch | 9 |
| Case study 4: Elevate field medical activities | 11 |
| About ZS | 13 |



About ZAIDYN Medical

ZAIDYN Medical is a medical affairs intelligence solution that brings priorities, scientific engagement and impact measurement together in one connected framework to help teams:

- Identify where care is breaking down
- Focus scientific engagement on the experts who matter most
- Translate insight into compliant action
- Prove what changed

STRATEGY AND INSIGHT

1. Identify and quantify unmet needs

2. KOL identification and influence mapping

3. Mine scientific medical insights

ZAIDYN Medical

5. Measure medical affairs impact

4. Effective MSL customer engagement

EXECUTION AND IMPACT

CASE STUDY: 1

Closing gaps in care



1

A global pharmaceutical company identifies opportunity to close care gaps

THE ORGANIZATION

Life sciences leader looks to improve treatment outcomes for people with non-small cell lung cancer.

CHALLENGES

The company wanted to:

- Understand and address unmet needs, care gaps and health disparities affecting patients
- Focus its medical affairs strategy on local healthcare systems for tactical decision-making
- Identify care gaps and their impact on patient outcomes to guide strategic actions
- Develop an integrated approach to evidence generation and scientific communication

CASE STUDY: 1

Closing gaps in care

**ZAIDYN Care
Gap Intelligence
qualified gaps in
guideline-aligned
care gaps and
enabled targeted
medical science
liaison (MSL)
engagement.**

APPROACH

- Identified gaps across the patient journey, including diagnosis, treatment sequencing and post-treatment follow-ups
- Pinpointed underserved patient hot zones through a geographical assessment
- Quantified care gaps that impact patients the most
- Aligned care gaps to medical objectives, with tailored messages delivered by MSLs to support strategic goals
- Collaboration with leadership to create tactical evidence generation plans and engagement channels
- Modularized scientific content to effectively engage external stakeholders

IMPACT

- Quantified care gaps in the non-small cell lung cancer market and linked their impact to patient outcomes
- Identified care gaps that enabled tactical decisions for medical affairs strategy
- Focused on local healthcare systems to address disparities and improve outcomes

CASE STUDY: 2

Tapping into industry expertise



© 2026 ZS

2

A global leader in healthcare innovation taps into industry expertise

THE ORGANIZATION

Large biopharma company looks to meaningfully engage with key opinion leaders.

CHALLENGES

The company:

- Needed a data-driven solution to identify and prioritize key opinion leaders based on medical objectives and disease area priorities
- Sought tools to evaluate if the field medical team was engaging with the right key opinion leaders and improving over time
- Prioritized ensuring teams had the resources needed to succeed
- Had data on key opinion leaders from multiple sources but lacked a clear process to curate and validate it
- Needed a partner combining technology and human expertise to analyze and make sense of the data
- Saw value in solutions that leverage AI, machine learning and industry expertise

CASE STUDY: 2

Tapping into industry expertise

ZAIDYN Opinion Leader Intelligence was instrumental in identifying, prioritizing and planning engagement with oncology experts.

APPROACH

- Leveraged ZS partnerships with proprietary data sources to bring in real-world data.
- Worked with the organization to identify top targets based on specific business rules and needs
- Conducted extensive review sessions to discuss key opinion leader targets and provided data analysis to explain decisions
- Powered data intelligence using proprietary data sources from ZS partners
- Collaborated with the organization to address emerging questions and review secondary research for accurate classifications
- ZAIDYN Opinion Leader Intelligence delivered a 360-degree view of the influence network, enabling medical affairs teams to visualize HCP connections
- Moved from discovery to implementation in six weeks

IMPACT

- Enabled focused conversations with key opinion leaders by addressing specific opportunities and challenges
- Transformed territory planning and prioritization with a streamlined platform
- Delivered influence network insights that would have taken significantly longer to uncover manually
- Identified over 300 new and previously latent key opinion leaders
- Discovered 150+ rising stars for early engagement opportunities
- Mapped more than 10,000 connections within the key opinion leader influence network

CASE STUDY: 3

Optimize product launch



3

Pharma leader sees industry engagement as the path to optimize a European product launch

THE ORGANIZATION

Global pharmaceutical company looks to sarcoma HCPs and key opinion leader insights.

CHALLENGES

The organization wanted to:

- Understand HCP networks and identify key opinion leaders for a rare disease indication in selected European countries: France, Germany, Italy, Spain, U.K., Belgium and Netherlands
- Identify the most relevant and influential key opinion leaders to partner with for targeted engagement and maximize commercial launch potential
- Develop a mapped list of key opinion leaders categorized by their level of influence

CASE STUDY: 3

Optimize product launch

ZAIDYN Opinion Leader Intelligence optimized an EU product launch.

APPROACH

- Aligned on research approach and methodology for key opinion leader identification
- Collected and processed data based on agreed criteria and approach
- Identified key opinion leaders and mapped their presence in scientific activity, professional activity, patient advocacy groups and social media, cross-checked findings with organization databases
- Developed a scoring dashboard based on agreed prioritization criteria
- Identified and leveraged HCP networks to build a focused targeting strategy
- Created detailed profiles of top experts across all in-scope markets

IMPACT

- Identified approximately 6,500 key opinion leaders across all geographies
- Discovered a few countries contributed to about 70% of the top key opinion leaders, providing valuable insights for the launch strategy
- Leveraged the local presence of key opinion leaders in European countries to improve strategy success with targeted and personalized insights
- Conducted detailed profiling of key opinion leaders, offering a holistic view of engagement activities and topics of interest

CASE STUDY: 4

Elevate field medical activities



4

An emerging pharma company equips medical affairs team with tools to track and add insights to medical activities

THE ORGANIZATION

Emerging pharma company looks to foster collaboration and innovation.

CHALLENGES

The organization wanted:

- A comprehensive view of medical affairs activities to efficiently track and monitor field medical efforts using actionable indicators across key dimensions
- Smoother workflows and quicker decision-making
- Access to integrated data without time-consuming manual interventions
- The ability to track the overall health and progress of medical affairs activities, focusing on product launch outcomes
- Real-time visibility into medical efforts, enabling informed strategy adjustments and showcasing the value of medical affairs activities

CASE STUDY: 4

Elevate field medical activities**ZAIDYN Patient Outcomes Impact helped track and optimize medical activities.****APPROACH**

- Assessed the overall scientific impact generated by field medical efforts through activities like medical education, events, messaging and clinical involvement
- Analyzed stakeholder profiles to gain a complete view of their interactions, scientific influence and materialized impact
- Measured the impact of MSLs in increasing scientific share of voice through activities such as speaker programs, publication support and congress participation
- Evaluated field medical contributions to regional and national medical education programs and participation in key medical events
- Reviewed medical information request forms to understand their role in fostering relationships and creating new assets

IMPACT

- ZAIDYN Patient Outcomes Impact became an end-to-end solution for tracking and measuring medical affairs activities
- Integrated medical CRM, education programs and events and publication management systems into a single platform
- Tracked, measured and quantified field medical efforts into actionable key performance indicators
- Provided real-time progress updates on stakeholder engagements, medical inquiries and field team efforts
- Offered a comprehensive view of field execution to enable targeted strategies and improve stakeholder relationships
- Improved operational efficiency by enabling smoother workflows and quicker decision-making
- Allowed the organization to access and analyze integrated data effortlessly without manual interventions



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](#).

Book a demo: <https://www.zaidyn.ai/book-a-demo>

