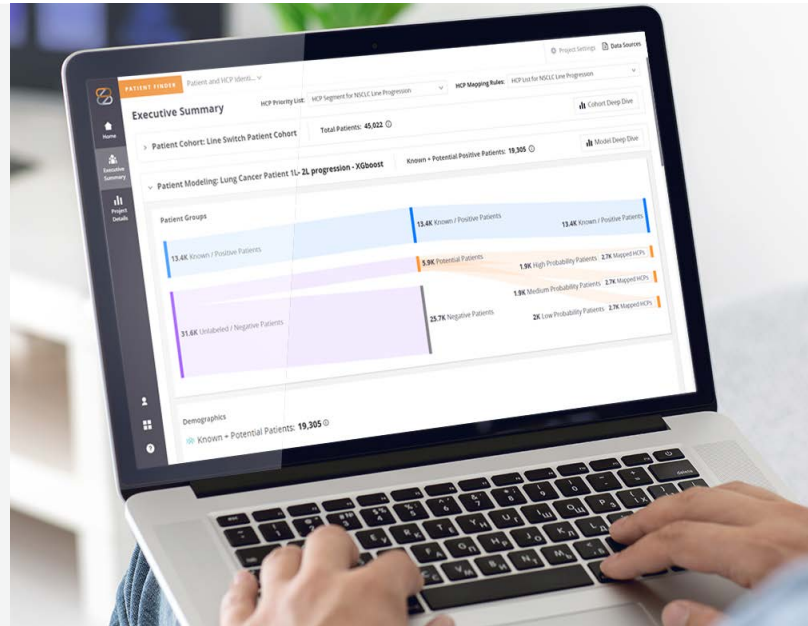


Accurately identify patients of interest to improve health-care outcomes

ZAIDYN® Patient Radar



Overcome obstacles to increase patient capture

To develop effective patient engagement strategies, pharma teams need reliable insights that identify and predict undiagnosed, misdiagnosed, and underdiagnosed patients.

ZAIDYN Patient Radar uses state-of-the-art algorithms for real-world data (RWD) event prediction to reveal precise patient opportunities and relevant treating physicians.

It helps identify and assess patients of interest for even the rarest diseases with:

- Enterprise-grade application powered by advanced data science
- An intuitive low-code, no-code user-friendly interface
- Sophisticated modeling and feature generation
- AI and machine learning algorithms

Creating real-world impact

Predict events in the patient journey with:

~10%

More accuracy than the traditionally used method

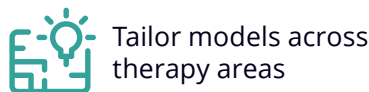
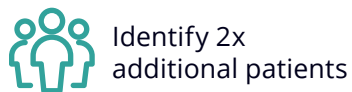
30%

Faster development of overall patient event prediction time

ZS helped a large pharma company double its patient capture rate for a genetic biomarker

ZAIDYN Patient Radar identified patients across disease stages. It then delivered healthcare provider (HCP) mapping and prioritization to reveal the real opportunities within the precise oncology market.

Key features



Our technology

ZAIDYN Patient Radar provides comprehensive insights into the patient journey, including drivers of misdiagnosis, typical patient pathways, and physicians' diagnostic patterns.

Confusion matrix

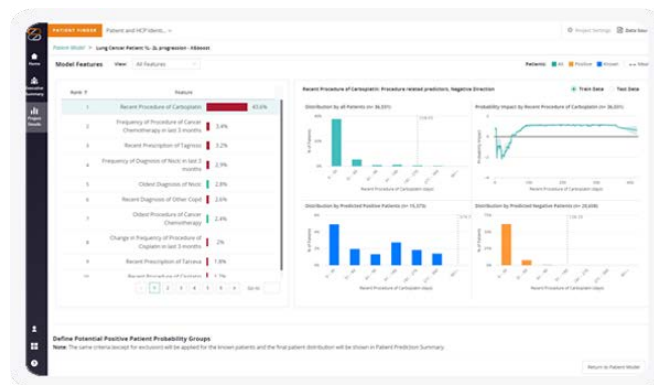
- Accurately predict potential patients across therapy areas, including rare diseases, based on phenotypic characteristics.
- Estimate the true market potential for treatment areas with low or poor capture.
- Develop and deploy customized data science algorithms.

Mapped HCPs

- Create a high-level summary of HCP and patient potential.
- Deliver insights directly to field representatives using automated processes and insight integration.
- Inform sales force sizing, clinical trial recruitment, and HCP targeting with data-driven insights.

Model features and relative significance

- Build end-to-end models for targeted patient event prediction.
- Ensure transparency regarding algorithm functionality and medical significance.
- Leverage scalable cloud architecture and seamlessly operate across most commercial RWD sources.



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.

