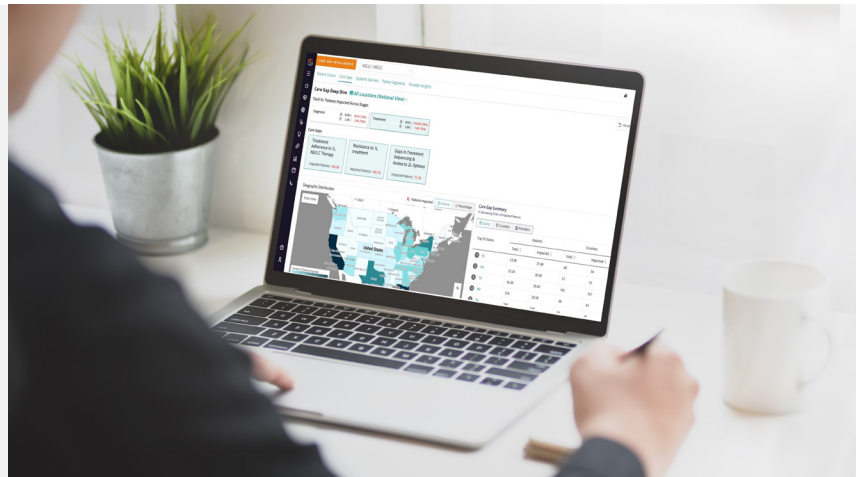


Identify and quantify unmet needs

Zaidyn® Care Gap Intelligence



A unified, evidence-based view of care gaps

Medical affairs teams need a clear, evidence-based view of where care deviates from clinical guidelines and what is driving those gaps or barriers, so they can focus on medical strategy and scientific engagement where it will most improve patient outcomes. Built for Zaidyn Medical, Care Gap Intelligence uses real-world data and agentic AI to reconstruct patient journeys, quantify care gaps and explain clinical and systemic drivers, including access barriers and socioeconomic factors. These insights connect to affected health care providers (HCPs), accounts and geographies, enabling teams to prioritize unmet needs, guide local engagement and track measurable improvement over time.

Turning care gap insight into action

Enable teams to mitigate barriers and drive outcomes by evaluating care gaps and access challenges to:

- Prioritize focus areas based on where care gaps and access challenges are most concentrated
- Identify evidence gaps that inform future therapies and evidence-generation efforts
- Support investment decisions with quantified, real-world insight

Measured impact:

4-5%

expedited patient progression through care by mitigating access barriers

11-22%

expanded patient opportunity through improved access to affordable care

3x

more new patient starts compared to traditional methods

15%

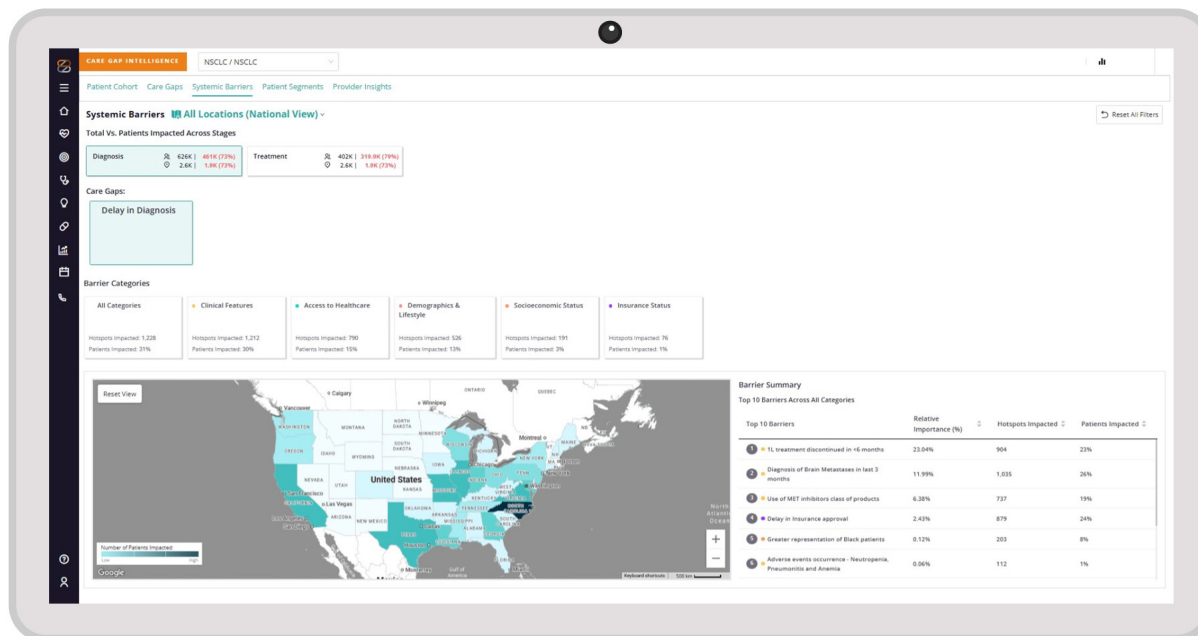
reduction in patient never starts

20%

higher adherence for patients over their duration of therapy

ZAIDYN Care Gap Intelligence in practice:

A large pharmaceutical company applied Care Gap Intelligence to analyze real-world patient journeys and quantify gaps in guideline-recommended care. By identifying the clinical and access-related drivers behind those gaps, teams were able to prioritize specific patient segments and geographies for focused medical engagement, leading to more targeted actions and measurable impact in practice.



Features:

- Care gap identification and prioritization
- Drivers/barriers of unmet needs
- Patient cohort definition
- Patient journey
- Patient archetypes/clustering
- HCP/HCO prioritization
- Engagement notifications/alerts

Core capabilities:

- Longitudinal patient journey reconstruction across diagnosis, treatment, sequencing and adherence
- Care gap and driver quantification grounded in clinical guidelines and real-world evidence
- Geographic and population-level analysis integrating socioeconomic and access-related ZS proprietary SDOH data
- Explainable AI-driven analytics, using proprietary models applied consistently across data 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 35 offices worldwide. To learn more, visit www.zs.com or follow us on [LinkedIn](#).

