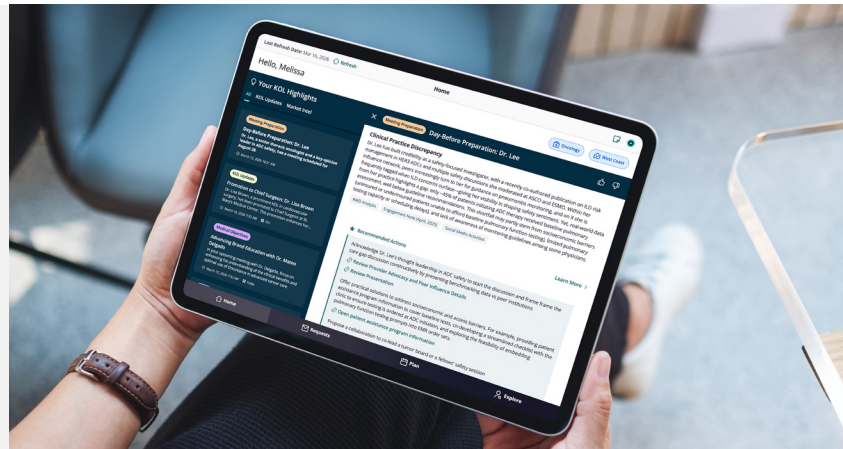


# Personalize medical interactions with intelligence

ZAIDYN® Medical  
Customer Engagement



## Identify the right experts. Engage with purpose.

Medical affairs teams generate valuable insight every day, but that intelligence rarely reaches the field at the moment it matters most. Zaidyn Medical Customer Engagement equips medical science liaisons (MSLs) with the right scientific context, stakeholder insight and evidence before, during and after healthcare professional interactions.

As part of Zaidyn Medical—an end-to-end intelligence platform designed to connect insight, engagement and impact across medical affairs—this capability ensures that scientific strategy is reflected consistently in real conversations.

## Enable more precise scientific engagement

Medical affairs teams generate high-value intelligence during preparation for, execution of and follow-up after healthcare professional interactions. Too often, that intelligence is fragmented across systems or available only after the fact, leading to inconsistent engagement quality and limited visibility into impact.

Zaidyn Medical Customer Engagement closes this gap by embedding intelligence directly into field workflows, so insight reliably becomes action.

## Deliver intelligence at the moment of engagement

Zaidyn Medical Customer Engagement is a context-aware engagement intelligence capability that equips MSLs with relevant scientific insight and stakeholder context at the moment of engagement. It ensures that the right information reaches the right stakeholder, through the right channel, in the right context, with the right cadence, without disrupting the flow of work.

### Features:

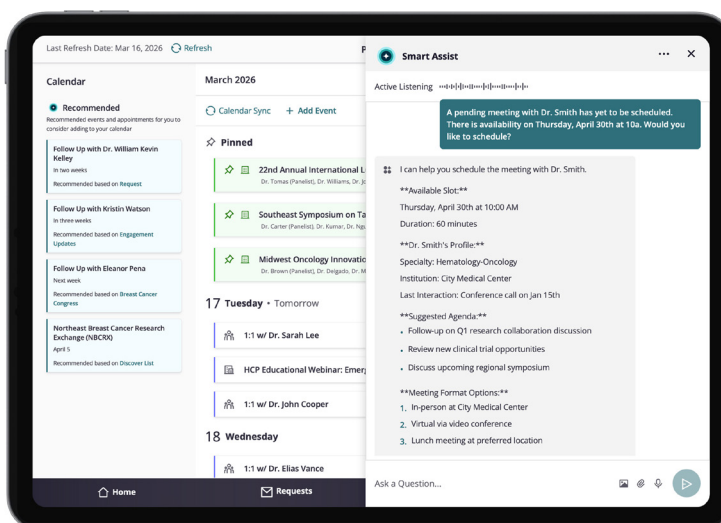
- Comprehensive engagement context
- In-workflow scientific intelligence
- Domain-infused medical insight
- Continuous signal capture

### Core capabilities

- Curate context-aware engagement briefs based on care gaps, stakeholder context, recent evidence and field signals to support targeted scientific preparation
- Embed scientific intelligence in field workflows so medical science liaisons can access relevant data, evidence and guidance without leaving their flow of work
- Capture engagement outcomes for continuous learning by structuring discussion themes, follow-up requests, and emerging signals after each interaction

# Built with agentic AI, guided by medical expertise

ZAIDYN Medical Customer Engagement uses agentic AI to translate signals into engagement-ready intelligence while maintaining transparency, traceability and compliance. Medical science liaisons retain full control over how insights and recommendations are applied.



## Supporting medical engagement at every level

### For medical science liaisons

- Confidence that every engagement begins with the right context
- Less administrative preparation and more meaningful scientific dialogue
- Support to deliver the right evidence to the right stakeholder at the right time

### For IT and data teams

- Structured engagement data that is reusable across systems
- Scalable deployment across therapy areas and regions
- Built-in governance, traceability and compliance controls

### For medical leaders

- More consistent engagement quality across teams
- Visibility into which scientific messages resonate and why
- Clear linkage between medical strategy, engagement activity and outcomes

## 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](http://www.zs.com) or follow us on [LinkedIn](#).

