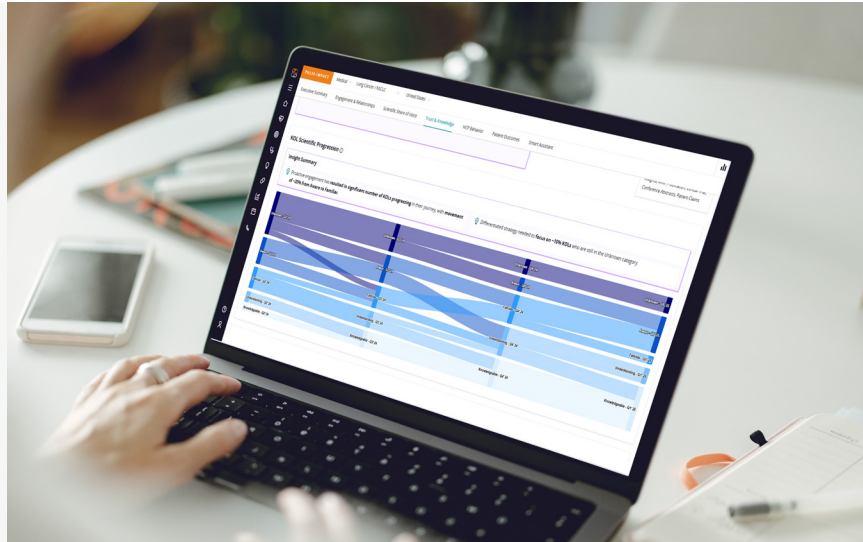


Closing the gap between scientific insight and medical impact

ZAIDYN® Medical



The medical affairs challenge

Medical Affairs teams face growing data volumes, rising expectations and pressure to demonstrate value across multiple therapy areas and regions, while fragmented insights and activity-based measures limit the ability to demonstrate impact.

ZAIDYN Medical helps medical affairs move from insight to action to outcomes, consistently and at scale.

The ZAIDYN Medical approach

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

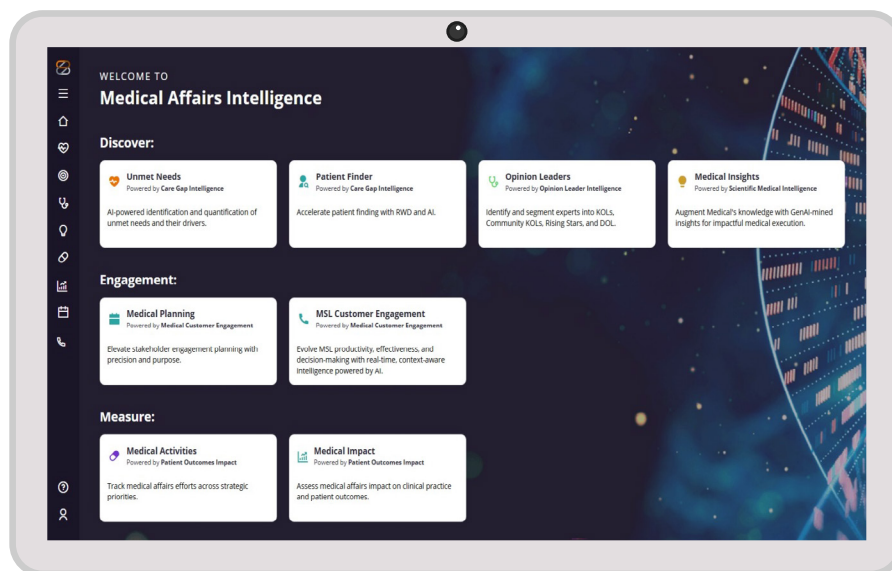
Designed for global medical affairs. Built for scientific rigor and credible medical impact.

- Built specifically for medical affairs, not adapted from commercial platforms
- Human guided, agentic AI that augments scientific judgment
- End-to-end visibility, from care gaps to engagement to outcomes
- Modular by design, so teams can start where they are and scale over time
- Powered by best-in-class data sources, with flexible integration of your data

Explore the platform →

The ZAIDYN Medical platform

An end-to-end intelligence loop - Find, Act, Prove, then Repeat.



- Care gap intelligence**
 Identify and prioritize care gaps to inform clinical understanding and maximize impact on patient care
- Opinion leader intelligence**
 Understand who truly shapes clinical decisions—beyond static KOL lists
- Scientific medical intelligence**
 Distill qualitative data into insights—spot emerging trends, shifting beliefs, and needed actions to guide timely decisions
- Medical customer engagement**
 Deliver compliant next-best-action alerts to field medical teams—combining priorities, context, and changes to guide engagement and next steps
- Patient outcomes impact**
 Move from activity reporting to impact—showing how medical engagement shifts beliefs, changes practice, and improves outcomes over time

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](#).

