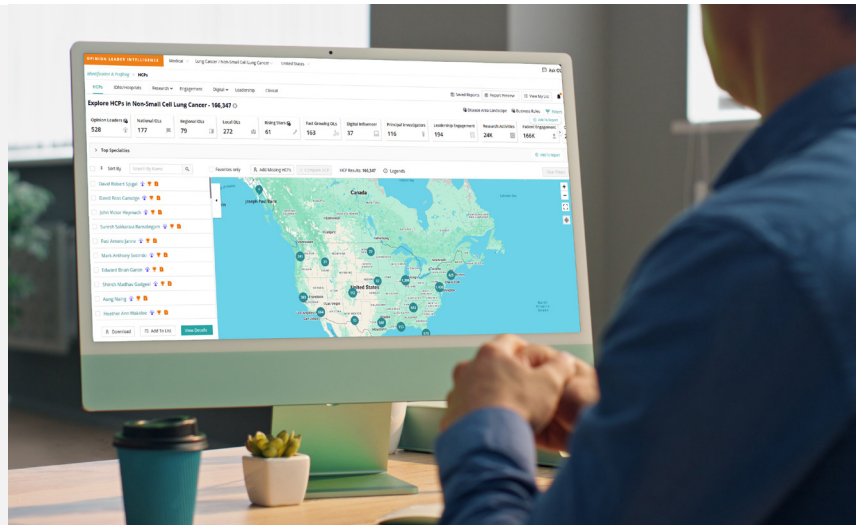


Identify and engage the right experts

ZAIDYN® Opinion Leader Intelligence



Identify the right experts. Engage with purpose.

Medical teams need a faster, more reliable and dynamic way to identify and engage the experts shaping clinical decisions. ZAIDYN Opinion Leader Intelligence helps medical, commercial and clinical teams streamline identification, segmentation and engagement planning with greater clarity and consistency through a customizable, data-driven approach to defining and analyzing influence.

As part of the ZAIDYN Medical platform, which applies agentic AI across medical intelligence workflows, Opinion Leader Intelligence connects expert influence insights with broader medical priorities, engagement planning and impact measurement. With a foundation in ZS's extensive innovation and intellectual property portfolio, the solution reflects issued U.S. patents and ongoing investment in AI-driven life sciences intelligence.

Streamlining expert identification at scale

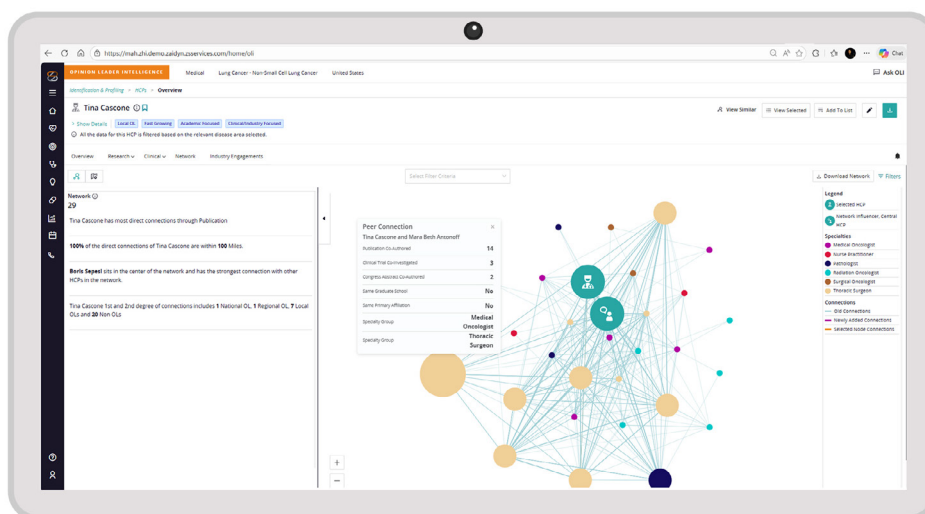
ZAIDYN Opinion Leader Intelligence reduces the manual effort required to identify, curate and maintain expert lists, enabling teams to expand their target HCP universe while applying consistent, strategy-aligned criteria across brands, therapy areas and regions.

Features:

- Customizable expert criteria
- HCP practice insights and brand advocacy networks
- Comprehensive influence network mapping based on cutting-edge AI
- Generative-AI-enabled
- API-enabled data sharing

ZAIDYN Opinion Leader Intelligence in practice:

A global specialty pharmaceutical company harmonized its global medical key opinion leader mapping approach across regions using ZAIDYN Opinion Leader Intelligence. Within four months, the team reduced manual insight generation time by 50% and achieved \$1.5M in annual cost savings.



Key capabilities:

- Identify and profile experts using AI-driven, strategy-aligned criteria
- Support cross-functional access and use cases for medical, commercial and clinical
- Incorporate field intelligence to refine expert lists based on influence network, referral network, recency and relevancy strategies
- HCP knowledge graph based on scientific, clinical and social expressions
- Integrate with relevant internal, external and third-party data sources

Measurable outcomes:

30%

increase in newly identified experts beyond existing lists

20%+

savings from reusable, curated expert data in KOL identification workflow

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](#).

