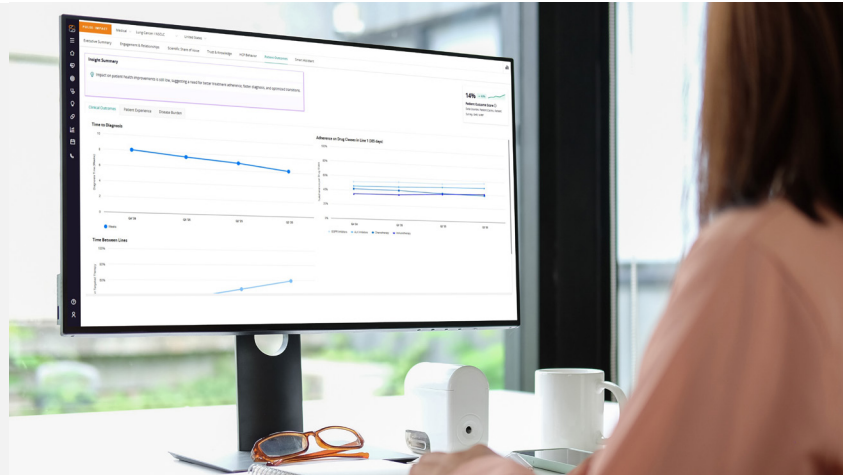


Measure medical affairs impact

ZAIDYN® Patient Outcomes Impact



Track medical affairs impact in one platform

Medical affairs is held accountable for impact, but it cannot rely on commercial metrics to prove value. Patient Outcomes Impact unifies medical activities and tracks leading KPIs, helping leaders understand where effort is spent, what is working and how medical affairs influence is reflected in real-world outcomes over time. As part of ZAIDYN Medical, it helps teams move from activity reporting to impact management by applying agentic AI to surface patterns and drivers and providing a clear, consistent impact story grounded in data for governance and leadership reporting.

Tailored for both medical headquarters and field medical teams, Patient Outcomes Impact empowers informed decision-making by:

- Unifying activities across engagement, education, publications, inquiries and events
- Tracks impacts across stakeholder relationships, KOL advocacy or scientific knowledge progression, change in stakeholder patient care approach and patient outcomes
- Delivering executive impact summaries for governance and reporting

Features:

- Unified activity dashboard with KPI library and definitions
- Leading and lagging impact KPI summary views
- Overall medical impact that maps to medical objectives and strategic imperatives

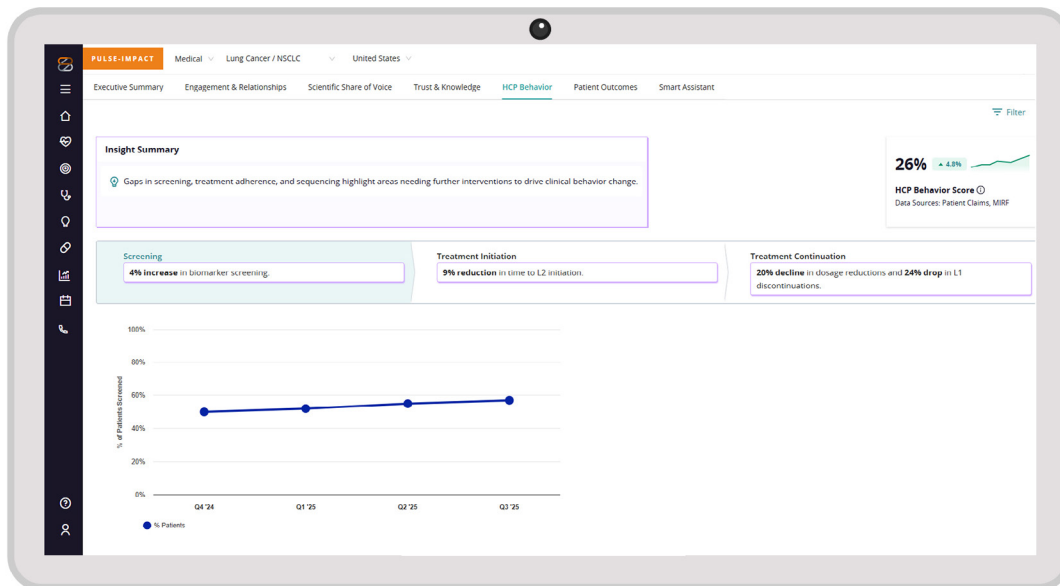
Key capabilities

Patient Outcomes Impact supports measurable, governance-ready impact management by:

- Connecting activities to leading KPIs and lagging indicators over time
- Using agentic AI to interpret performance patterns and surface what is changing
- Highlighting drivers and opportunities to guide where to focus next
- Refreshing impact views on a regular cadence for timely decisions
- Equipping leaders with a defensible narrative grounded in consistent data

Z Aidyn Patient Outcomes Impact in practice:

An emerging pharma company streamlined a product launch by implementing Z Aidyn Patient Outcomes Impact. The team can now track medical affairs activities end-to-end, monitor progress using leading KPIs and demonstrate impact to C-suite leadership.



Patient Outcomes Impact helps teams move from activity reporting to impact management. It brings together activities across engagement, education, publications, inquiries and events, measures performance using leading KPIs, applies agentic AI to surface patterns and drivers and links trends to real-world changes in HCP behavior and outcomes over time. The result is a clear, consistent impact story grounded in data for governance and leadership reporting.

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](#).

