

Uncover the value of integrated patient data

ZAIDYN® Patient Analytics & Insights

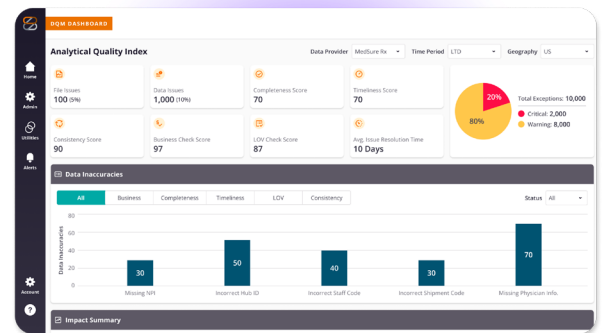
Centralize and integrate patient data compliantly

Pharma companies face significant challenges in integrating patient datasets securely and compliantly. This leads to roadblocks in understanding the patient journey and delivering intelligent patient solutions.

ZAIDYN Patient Analytics & Insights is a cloud-based, agentic AI-powered platform for securely managing patient identifiable information (PHI). Beyond centralizing and integrating patient data, it embeds AI agents across the entire data life cycle from ingestion and quality monitoring to insights and patient engagement, helping teams move from data aggregation to intelligent, autonomous action.

It features:

- Centralized data integration: Combine data from first-, second- and third-party patient sources
- Compliance: Ensure strict adherence to state and federal regulations
- Cross-referencing: Enhance insights by linking data
- Intelligent patient solutions: Power innovative patient
- Life sciences optimization: Tailored adaptors, rules and models



Creating real-world impact

ZAIDYN Patient Analytics & Insights enables clients to build a robust patient data management ecosystem, uncover valuable insights and enhance patient experience by leveraging novel data sources, such as call center data.

- 100+** *patient datasets integrated across oncology and rare disease*
- 50+** *channel partners across clients, including specialty pharmacies and hubs*
- 12+** *disease journey studies to extract insights from*
- 50%** *reduction in time to insights on channel partner performance and patient journey tracking*

An end-to-end patient data solution

A major pharma company sought an end-to-end solution to connect multiple siloed patient data sources to better understand the patient journey and identify reasons for patient drop-offs. ZS delivered by leveraging integrated analytics from patient services, specialty pharmacy and claims datasets via tokenization and integration.

Impact where it matters.®

Key features



Prebuilt
data models



AI-driven
data quality
(Smart DQM)



Batch
adaptors



Compliant
infrastructure

Agentic AI capabilities across the patient data life cycle

Embedding AI across the patient data journey to accelerate innovation, enhance product intelligence and maximize impact.

- Smarter client experiences and delivery excellence
 - Insights AI: Conversational AI to explore data and get insights on demand
 - Anomaly Detection: AI-driven early risk identification across patient datasets
 - EMR Log Summary: AI-generated summaries for faster issue resolution
 - BRE Explain & Create: AI-powered business rules engine to explain, create and optimize logic
 - Smart DQM: Proactive, AI-based data quality monitoring
- Advancing the AI journey
 - Smart Ingestion: AI-assisted mapping, classification and error handling
 - Anomaly Detection: expanded methods, broader detection models for wider risk coverage
 - FRM Insights Assistant: AI assistant for field reimbursement insights
 - More to come: BRD Requirement Scriber, Smart Workflows, Smart Predictions
- AI-accelerated product development
 - Built using an AI-first delivery stack (Vibe Coding, Amazon Q, Amazon Kiro, Claude, Lovable) for faster prototyping, requirement gathering and developer productivity

Learn more: zaidyn.com/patient

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 40 offices worldwide. To learn more, visit www.zs.com or follow us on [LinkedIn](#).

