

Turn scientific exchange into actionable medical intelligence

ZAIDYN® Scientific Medical Intelligence



Separate signal from noise. Respond with evidence. Drive strategic actions.

Medical affairs teams engage in thousands of scientific conversations every year across medical science liaison (MSL) notes, advisory boards, congress interactions, surveys and scientific content. Yet most organizations struggle to systematically capture, synthesize and act on this intelligence.

ZAIDYN Scientific Medical Intelligence converts unstructured scientific dialogue into trusted, explainable and timely medical insights, providing a continuously refreshed view of HCP perceptions, evidence needs and emerging scientific signals grounded in source data.

Scientific Medical Intelligence is an agentic AI platform that provides intelligence to inform medical objectives, strategic imperatives and enable MSL stakeholder engagements by:

- Continuous capture and synthesis of insights from disparate scientific exchange channels
- Identification of emerging themes, unmet evidence needs and shifts in HCP sentiment
- Explainable, source-grounded outputs that increase trust, traceability and actionability

- Faster translation of field and scientific engagement data into strategic recommendations
- Timely visibility into regional and global trends to support coordinated medical decision-making
- Tailored intelligence that helps MSLs prepare for, personalize and elevate stakeholder interactions

Creating real-world impact

ZAIDYN Scientific Medical Intelligence significantly improves engagement planning, collaboration and accelerates leadership decision-making.

30-50%

of team time saved through reduced manual planning

20-30%

boost in cross-functional alignment

60-70%

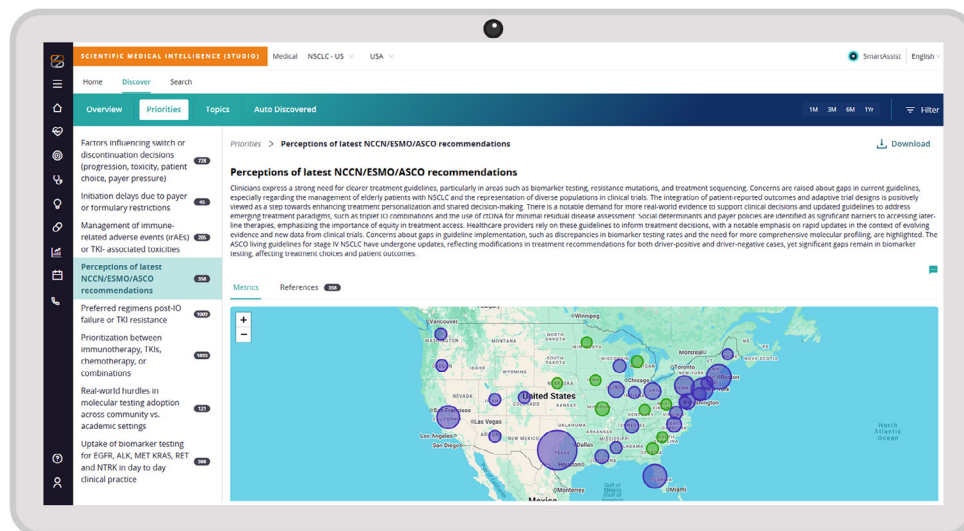
faster end-to-end insight generation

50-70%

faster insight-to-action

Creating real-world impact

An emerging pharma company replaced disjointed spreadsheet-based processes with real-time KOL insights and visibility into field planning, improving the speed and quality of strategic decision-making.



Features:

- Real-time data integration
- AI-driven KOL insights
- Generative-AI-powered insights mining
- Smart assistant with chat

Strategic stakeholder engagement planning

- Provide leadership with visibility into central and field execution aligned to strategic objectives
- Create, edit and review individual KOL engagement plans
- Personalize KOL interactions using historical data, activities and preferences

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](#).



Insights mining and tracking

- Automatically surface insights aligned with listening priorities
- Highlight frequently discussed and emerging insights from medical notes, advisory boards and surveys
- Accelerate analysis and generate meaningful insights with an intelligent assistant