



# Turn insights into meaningful patient and caregiver support

ZAIDYN™ Patient Engagement



## AI-powered insights to personalize patient support

To transform outcomes and deliver personalized healthcare for all, we need to engage people in meaningful ways throughout their journey.

ZAIDYN Patient Engagement removes barriers at every stage in a person’s treatment. It can predict patients’ likelihood to remain adherent and reliably manage patient data. The result? Actionable, AI-powered insights guide your teams to support patients and caregivers at the right moment.

Improve patient support program performance, boost engagement and transform outcomes with:

- Pre-built algorithms that predict each step in a patient’s care journey and recommend next-best actions
- Contextualized patient, program and healthcare provider insights
- Patient-centered digital solutions that enhance the entire healthcare journey with personalized patient interactions

## Creating real-world impact

ZS works with life sciences organizations to transform patient support with ZAIDYN Patient Engagement:

**20%-30%**  
reduction in patients who don’t start therapy

**10%-20%**  
fewer patients who stop therapy

**2-3x**  
increase in treatment plan enrollment

## ZS helps a global biotech company transform patient outcomes

A company focused on neurological conditions used AI-driven approach to predict and remove enrollment barriers so its teams could support treatment onboarding, improve adherence and better engage patients across channels.

Impact where it matters.®

## Key features



AI-led support guidance



Patient support insights



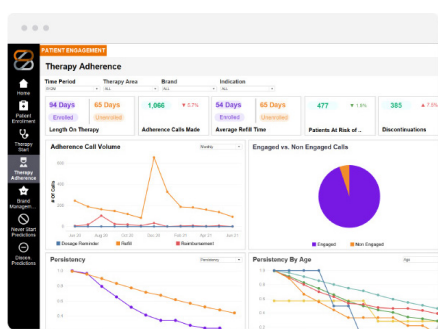
Secure and compliant data hub



Direct patient engagement

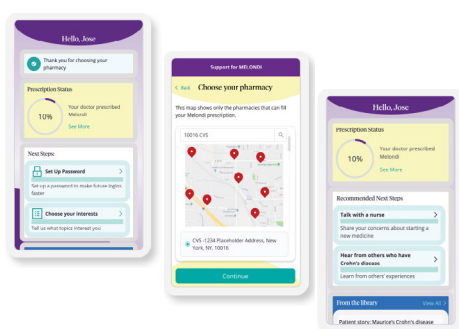
## Our platform

Patient Engagement harnesses the value of your unique patient data, generating actionable insights that are HIPAA-compliant and proven to improve patient engagement and outcomes.



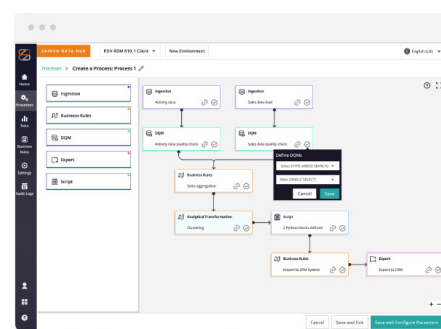
### Patient Intelligence

- Turn data into insights and suggestions for direct and indirect interventions.
- Monitor program performance and patient risk drivers to guide care strategies.



### Connected Patient

- Offer easy enrollment, benefits verification, shipment tracking and treatment management.
- Develop innovative, patient-facing digital solutions faster.



### Patient Data Hub

- Securely integrate data to create a holistic view of patients and caregivers.
- Generate patient and caregiver insights, monitor performance and track patient services and programs.

Learn more: [zaidyn.com/patient](https://zaidyn.com/patient)

## About ZS

ZS is a management consulting and technology firm focused on transforming global healthcare and beyond. We leverage our leading-edge analytics, plus the power of data, science and products, to help our clients make more intelligent decisions, deliver innovative solutions and improve outcomes for all. Founded in 1983, ZS has more than 13,000 employees in 35 offices worldwide.

