AKTANA

Contextual Intelligence

When it comes to AI, it's not about *if* you use it. It's about *how*.

Get the most from AI with Aktana Contextual Intelligence—a proprietary method of blending AI, human expertise and other advanced technologies to help life sciences companies build more meaningful partnerships with HCPs.

Today's HCPs expect a curated customer experience

HCPs are being bombarded by more information than they can possibly process, and the competition for their attention has never been more fierce. To win HCP time and trust, life sciences companies must find a way to deliver a more personalized, integrated and engaging experience across all touchpoints of the customer journey.

As digital citizens, HCPs should expect the same cohesive, personalized experience from life sciences that they enjoy in the consumer world. It's time for our sector to step up.

Success demands a specialized approach

Applying AI to the life sciences commercial model isn't easy. From regional and therapeutic differences to organizational silos and data privacy concerns, there's an overwhelming number of variables to consider. It's the reason commercial go-to-market is so complex—and why most AI solutions fail to deliver.

This is different. Aktana Contextual Intelligence is the culmination of more than a decade working with the world's leading life sciences companies to develop and refine an AI solution that finally addresses this unique challenge. Informed by the deep knowledge we've gained over 20 software releases and 250 global deployments, Contextual Intelligence is the only approach sophisticated enough to reshape the life sciences customer experience.

Drive customer engagement with a digitally driven commercial model that's perceptive and precise

Aktana Contextual Intelligence combines six key ingredients to bring greater efficiency and agility to commercial teams while increasing cost savings and ROI. The components are critical, but it's the proportion, timing and expertise with which they are applied that make all the difference.

BL

Business Logic: The rules that determine how data is transformed and define go-to-market strategy.

ML

Machine Learning: Technology that enables systems to learn and improve from each experience without additional programming.

xAI

Explainable AI: Technology that outlines an AI system's "thought process" so that its users can better trust the decisions it makes.

OP

Optimization: An ongoing refinement process to boost the accuracy and efficiency of a commercial campaign.

TE

Team Expertise: In-house insights cultivated by your commercial team that elevate machine learning output.

AE

Aktana Experience: Industry-leading commercial AI consultants with regional expertise and deep experience helping clients launch and scale ROI-driven AI programs.

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Make the commercial process smarter at every step

Our platform redesigns and retrains the commercial model to incorporate contextual intelligence at every step, from synthesizing data and defining brand strategies to executing campaigns and optimizing them in real time.

Take a look at how Aktana Contextual Intelligence can help eliminate common challenges surrounding regional brand campaign development:

With Aktana Contextual Intelligence:

- Field users receive data-driven suggestions daily that provide clear insight and prioritization

- Brand executives can run outcome simulations using different types of call plans, channel mixes and HCP journeys.

- Commercial teams can adjust strategies in real-time to align with local physician and formulary access conditions and coordinate with local patient and advisory groups

- Learnings from every interaction feed back into the Aktana platform for immediate optimization and long-term strategy refinement

With the legacy model:

- Brand leaders create a sales plan within a pre-set budget that identifies a call plan, channel mix and headcount.

- Campaign strategy is static, even as market factors change and the competitive landscape evolves.

- Brand campaign strategy is typically only reviewed and modified every 6-12 months.

Aktana Contextual Intelligence improves performance in three key ways

Aktana Contextual Intelligence gets smarter over time, acquiring knowledge from each interaction and making it work from one situation to the next, even when the environment has changed. Here's what that looks like:

WHAT WE DELIVER:

RELEVANCE:
Whether captured via machine learning or from observations by your team, contextual intelligence is embedded into all workflows to ensure every go-to-market activity is in tune with the HCP's needs.

ALIGNMENT:
Receiving disjointed messages on multiple channels erodes HCP trust. Our platform makes sure efforts are aligned in execution and content across all touchpoints for more meaningful HCP engagement.

LEARNING:
Aktana powers its approach using a constant feedback loop of observation and improvement. As campaign elements succeed or fail, the Aktana platform incorporates learning and optimizes execution in real-time.

HOW YOU BENEFIT:

HCP LOYALTY:
When HCPs feel heard, they listen. Secure your position as a go-to resource for useful information that reflects their preferences, behaviors and current market events.

OPERATIONAL EFFICIENCY:
Save the struggle over HCP attention for your competitors. Coordinate commercial execution to deliver consistent messaging and optimize internal resources for greater business impact.

RETURN ON INVESTMENT:
Never watch a failing strategy run its course again. Reconfigure and refine campaigns as you learn what works (and what doesn't) for smarter execution and stronger ROI.

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More than half of the world's top 20 life sciences companies rely on Aktana's Contextual Intelligence Engine to power the campaigns of 250+ global brands. Here's why:

Developed and refined over a decade, Aktana has built the best playbook on how to launch and scale AI, including both technical and change management considerations. Our customers benefit from years of collecting and codifying best practices—all housed within our proprietary engine and its impressive library of more than 50 use cases across 18 therapeutic areas.

Contact our team to see what Aktana can do for you.

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