

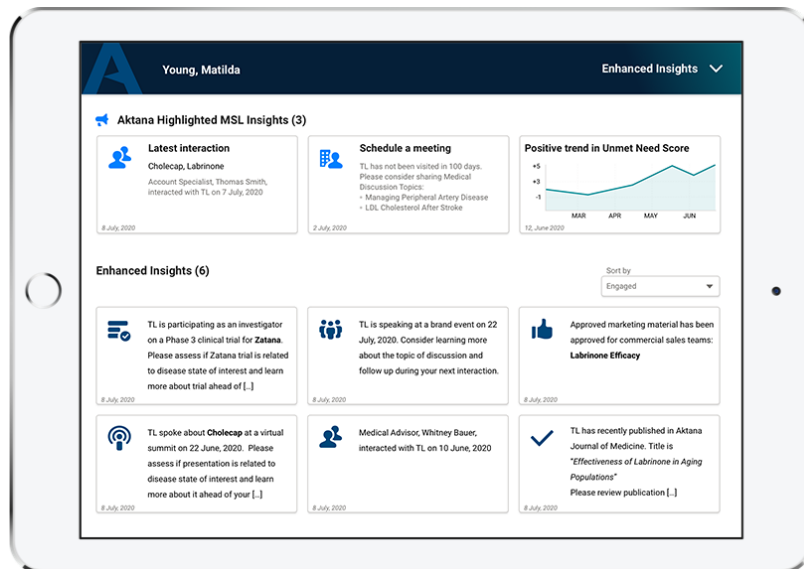
Intelligent Engagement for Field Medical Teams

Ensure the right patients have access to your therapies with the help of compliant, data-driven suggestions and insights informed by a 360-degree view of each HCP

As the engagement landscape shifts in response to COVID-19 and the demand for a personalized approach grows, field medical teams have become a critical means of ensuring HCPs have the right information to drive optimal patient outcomes.

Streamline Planning for Meaningful Peer-to-Peer Interactions

Aktana thoroughly reviews third-party data sources and HCP interaction history to extract the most relevant information for each Thought Leader (TL) and deliver AI-driven interaction suggestions within the MSL's daily workflow.



Aktana brings speed and depth to field medical efforts by helping MSLs:

- Schedule timely interactions as TLs publish new research or participate in new grants or patents
- Respond to TL participation in trials and studies, congresses and other events
- Assess how TL needs might evolve following a job change
- Maintain a preferred pace of engagement with each TL
- Anticipate future discussions by alerting them when Sales is presenting new brand materials
- Foster cross-functional collaboration by surfacing the all recent cross functional interactions
- Track TL consent collection

Start where you are. Add Field Medical Intelligence to an existing Aktana engagement or as a standalone deployment.

Contact our team to equip MSLs with Contextual Intelligence by the new year.