

Aktana improves target attainment for primary care reps carrying multiple products.

CHALLENGE

For reps juggling multiple products, it can be challenging to know what to prioritize and when. When drug life-cycles, seasonality and HCP preference come into play, the waters get even murkier, and product goals become harder to reach. In response to this common scenario, one major pharma company implemented Aktana Contextual Intelligence to help 400 primary reps better execute against their goals and strategically detail the right product at the right time.

APPROACH

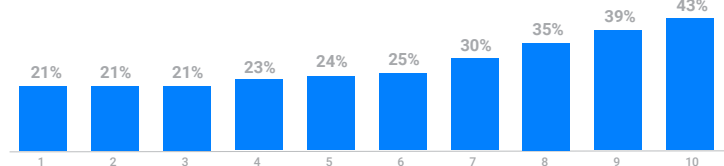
With three products to manage, reps had to be strategic with their schedules in order to meet their targets. Aktana's suggestions considered the rep's full decision scope to help navigate trade-offs between competing priorities and make smarter plans in advance. Suggestions also gave reps the flexibility to respond to real-life variables and complications—like rescheduled visits and seasonal shifts in product priorities—without falling off-pace.

IMPACT

Adoption rates doubled in 10 months

Reps increasingly liked, trusted and used suggestions as time went on. Over a 10-month period, suggestion adoption grew from 21% to 43%.

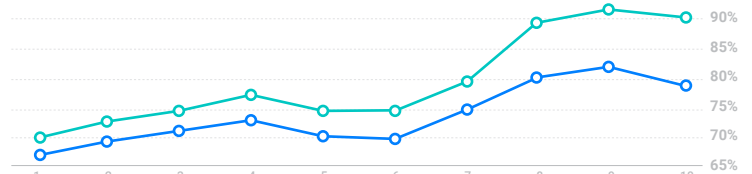
Interactions From Suggestions (%)
months after launch



Increased target attainment

Overall, reps who used Aktana's suggestions showed a 10% improvement in goal attainment compared to those who did not.

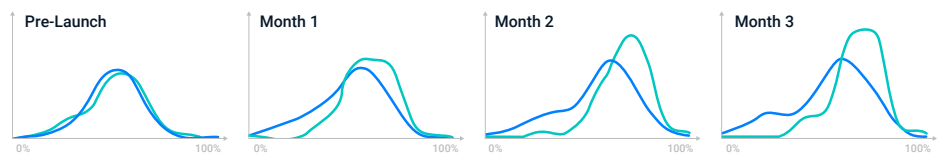
Target Attainment (%)
months after launch



Consistent goal attainment

Although both groups began at the same performance level, reps who used Aktana suggestions and insights more than 20% of the time achieved greater and more consistent goal attainment.

User Distribution of Target Attainment



Target Attainment & User Distribution Key:

- Reps with low suggestion usage (<20%)
- Reps with frequent suggestion usage (>20%)