

# HCP Engagement AI

Optimize every interaction with deep, dynamic insights about each HCP

HCP Engagement AI is a collection of pre-built machine learning modules that help commercial teams quickly understand the individual preferences of each HCP. Designed specifically for life sciences, each module is highly configurable, ensuring teams can easily capture nuance without sacrificing scalability.

## Achieve rapid time to value with Aktana's out-of-the-box AI

Everything you need to reach customers at the right time, on the right channel, with the most relevant information.



### Modify strategies quickly

Mix and match modules to efficiently design AI solutions that align with your strategic priorities throughout the product life-cycle



### Add your own models

Integrate and deploy models built by your in-house team or a 3rd-party for a comprehensive solution that fully leverages existing investments

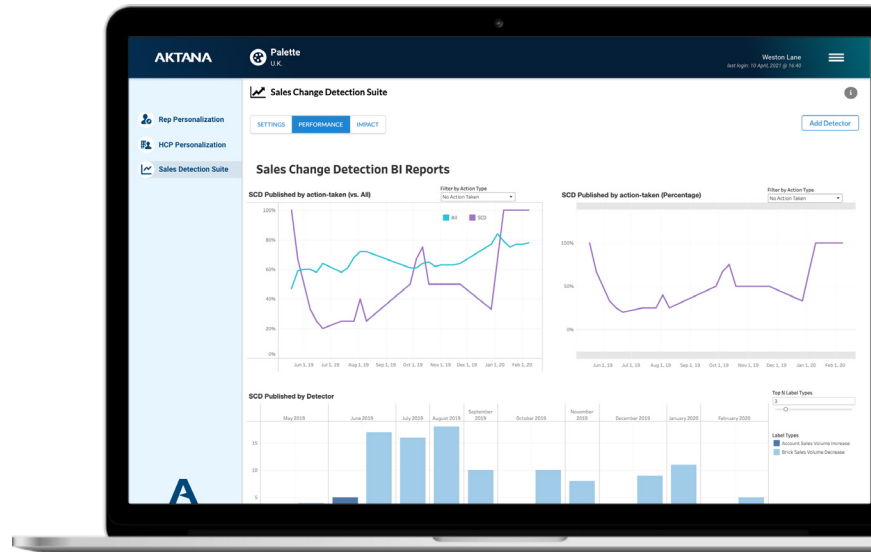


### Optimize in real-time

Ensure recommendations are always relevant and help customers study HCP engagement trends over time

## WHO

**Adaptive Targeting:** Proactively identify high-priority HCPs based on unusual changes in prescribing behavior and call note insights.



### Sales Change Detection

Continuously monitor sales data to detect potential changes in prescribing behavior

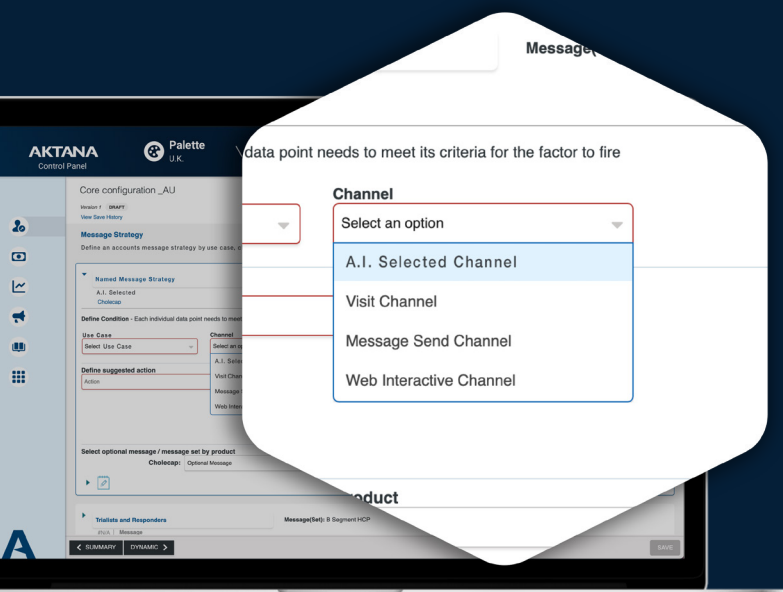
- Automatically identifies shifts in share, overall volume, unusually long purchase order gaps and more
- Works across HCP, facility and brick-level data



### Call Note Analyzer

Automatically derive discussion topics and follow-up engagement requirements from unstructured text

- Increases visibility into HCP interest areas and engagement drivers
- Enables best practice sharing both within the field and across channels



## WHERE

**Dynamic Channel Optimization:** Predict the likelihood of engagement for each channel.



### Channel Optimization

Anticipate HCP channel preferences and availability dynamically

- Predicts the channels with which an HCP is more likely to engage
- Makes trade-offs based on channel capacity constraints to achieve the optimal touchpoint mix



## WHAT

**Agile Personalized Content:** Predict the best content to use for each HCP using historical digital engagement and Natural Language Processing.



### Content Optimization

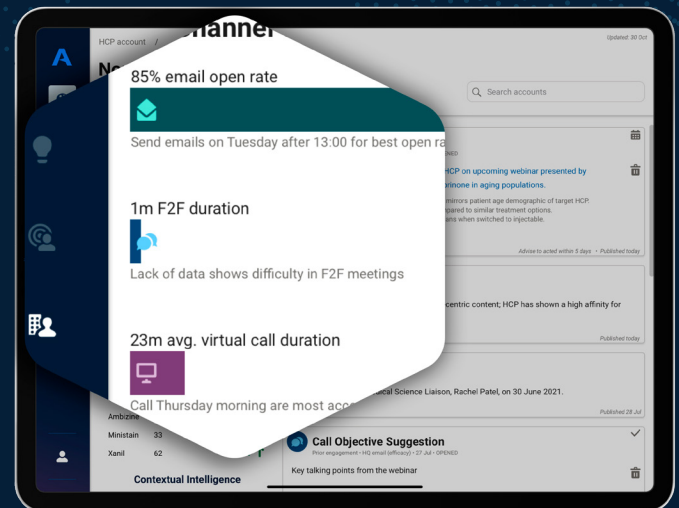
Predict the next-best-message to be delivered across channels

- Identifies the right message in the right sequence based on individual HCP context
- Crafts dynamic message sequences personalized for each HCP

## WHEN

### Analytics-Driven Market Response:

Determine when to engage each HCP based on priority, likelihood to engage and efficiency.



### HCP Engagement Timing

Predict the best time to deliver a message for maximum HCP engagement

- Identifies the right day of the week to engage with a customer
- Identifies the right channel message to deliver, on that day, for that HCP



### Call Locator

Predict how far an HCP will be from a rep's expected location

- Increases feasibility of a suggestion being completed
- Ensures suggestions "feel right" for each rep

**Deliver on the promise of customer-centricity with personalized engagements, powered by AI.**

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

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