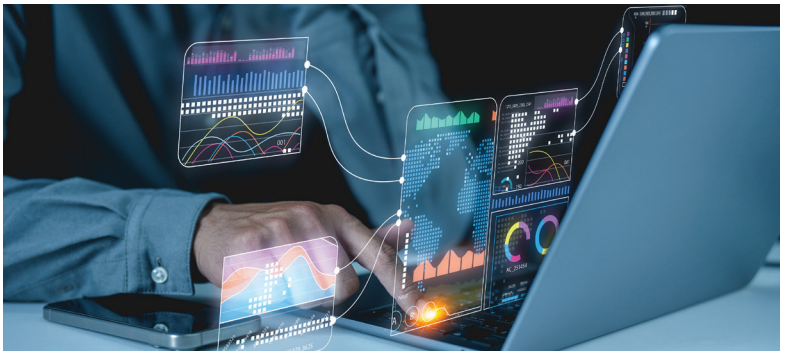
IndustryBRIEFS

By Gabrielle Smith



PharmaForceIQ's acquisition of Aktana unites AI-powered Next-Best-Action technology with its digital orchestration platform, enabling field teams and marketers to make smarter, data-driven decisions across global markets.

ACTO's award-winning CxZone uses AI simulations to help field reps practice authentic HCP conversations and build confidence in the field.

PharmaForceIQ Acquires Aktana to Launch Industry's First Optichannel-in-a-Box Platform

PharmaForceIQ has acquired Aktana to combine its digital orchestration platform with Aktana's AI-powered field Next-Best-Action technology, creating the pharma industry's first end-to-end "optichannel-in-a-box" engagement solution. The integrated platform unifies brand, digital, and field strategy and can be deployed in as little as 6-8 weeks, offering scalable, data-driven engagement across global markets including the US, LATAM, APAC, and EMEA. Powered by Aktana's Knowledge Nexus dataset—built from over 100 million field recommendations and 5,000 executed tactics—the solution delivers deep predictive insights that have driven measurable results such as increased NBRx lift, improved sales performance during competitive launches, and significant time savings for field representatives.

"We're thrilled to add these new capabilities to deepen our orchestration engine, making PharmaForceIQ the industry's only end-to-end go-to-market customer engagement platform. We will scale our work even more quickly across clients and other global pharma companies, including making field teams even smarter and more effective alongside our existing features that improve marketing performance," said Hemal Somaiya, Chief Executive and Strategy Officer of PharmaForceIQ.

Inizio Introduces Ignite to Power Intelligent Commercialization in Pharma

Inizio has launched Inizio Ignite, a fully integrated, AI-enabled advisory partner designed to help pharmaceutical and life sciences companies navigate increasing complexity and drive measurable performance gains. Bringing together Research Partnership, Putnam, Vynamic, and STEM, Inizio Ignite unifies strategy, insights, analytics, and execution into a single connected advisory solution spanning the entire product lifecycle.

Operating within Inizio's global commercialization platform, Inizio Ignite leverages a network of more than 1,000 specialized experts across 50+ countries to support data-driven portfolio, launch, and transformation strategies, delivering scalable impact and advancing Intelligent Commercialization™ for clients and the patients they serve.

"By uniting our teams, we're creating something new—an integrated partner bringing together the insight, strategy, and transformation support that pharma companies need to win in today's market. This evolution represents a meaningful shift in how we serve our clients, delivering clearer answers, stronger guidance, and faster impact for the patients who rely on them," said Remco op den Kelder, Global President of Inizio Ignite. "With a seamlessly connected team, clients benefit from deeper expertise and broader capabilities at every stage of their journey. This transformation strengthens our ability to drive innovation at scale, pairing clarity and precision with the speed required to turn strategy into real-world impact. It positions us to advance the next generation of treatments and to help shape the future of human health."

ACTO's CxZone Wins Dual Honors at 2025 Pharmaceutical Technology Excellence Awards

ACTO announced that its AI-powered field simulation platform, CxZone, earned dual honors at the 2025 Pharmaceutical Technology Excellence Awards, winning in both the Innovation (AI Roleplay) and Product Launches (Field Simulation) categories. Designed to address persistent gaps between headquarters strategy and real-world HCP conversations, CxZone uses ACTO's proprietary Empathetic AI to deliver realistic, judgment-free simulations that improve clinical fluency, messaging, and engagement effectiveness for field professionals. An industry first, the

platform integrates directly with Veeva Vault PromoMats and MedComms, ensuring all practice scenarios are built on the most current MLR-approved content. With gamified, on-demand roleplay, personalized feedback, and an intuitive backend that allows rapid scenario creation, CxZone enables sales reps and MSLs to practice authentic clinical conversations efficiently while enhancing training effectiveness and HCP engagement.

"This recognition validates our purpose-built approach to develop CxZone, which was to empower field reps to show up in the most human way possible," said Parth Khanna, CEO of ACTO. "CxZone can help field professionals rehearse difficult conversations, test different approaches, and build confidence. By helping field professionals speak the language of medicine with clarity and confidence, interactions with healthcare providers can be authentic in the moment and build more trust."

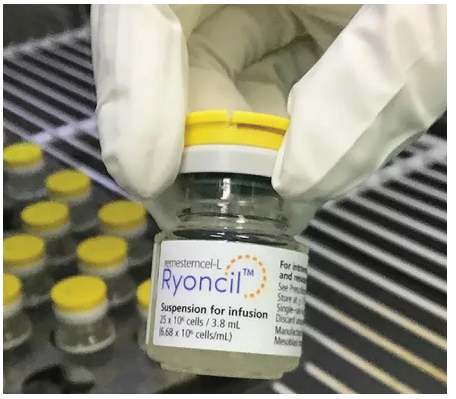
Mesoblast Reports 84% Survival in Pediatric SR-aGvHD Patients Treated with Ryoncil® Post-Launch

Mesoblast provided an update on the real-world use of Ryoncil® (remestemcel-L-rknd), the first FDA-approved mesenchymal stromal cell therapy, for children with steroid-refractory acute graft-versus-host disease (SR-aGvHD) since its commercial launch in March 2025. Among the first 25 pediatric patients treated, 84% completed the full 28-day regimen and survived, consistent with prior clinical results, highlighting the importance of early intervention after steroid resistance. Ryoncil® is now available at 45 transplant centers, with coverage extending to over 260 million US lives through federal and commercial payers, supported by a dedicated HCPCS J-Code for reimbursement. Mesoblast has established the MyMesoblast™ patient access hub to ensure timely availability and plans to expand the FDA label to adults with severe SR-aGvHD, with a pivotal trial to begin shortly through the NIH-funded Bone Marrow Transplant Clinical Trials Network.

"We are delighted to see the excellent early survival rates in the real-world experience with Ryoncil® in children with this devastating disease," said Mesoblast Chief Executive Dr. Silviu Itescu. "Our strong early results and the streamlined process that is in place to provide access to the product underscores the importance of early physician referral and treatment initiation in order to give Ryoncil® the best chance to save as many precious lives as possible."

Imviva's Allogeneic CAR-T Therapy CTD402 Gains FDA Orphan Status, Showing Promise in Early Data

Imviva Biotech announced that the FDA has granted orphan drug designation to CTD402, its investigational allogeneic anti-CD7 CAR-T therapy for relapsed/refractory T-cell acute lymphoblastic leukemia/lymphoblastic lymphoma (R/R T-ALL/LBL), highlighting the urgent unmet need in this rare, high-mortality patient population. CTD402 is being evaluated in the global Phase 1b/2 TENACITY-01 trial, enrolling adolescents and adults across the US, EU, and APAC, and offers rapid, point-of-care treatment without the manufacturing delays of autologous CAR-T therapies. Early data show a 64.1% complete remission



Ryoncil® demonstrates strong early survival rates in children with steroid-refractory aGvHD, with broad US access and ongoing efforts to expand treatment to adults.

rate and 91.7% MRD-negative status, supporting its potential to address critical clinical gaps. The first US patient was dosed in December 2025, with interim Phase 1b results expected by mid-2026 and full study completion projected for late 2028, paving the way for accelerated development and future Phase 2 evaluation. Orphan designation also provides regulatory incentives, including market exclusivity and research tax credits.

"Receiving orphan drug designation for CTD402 is an important milestone for patients with relapsed or refractory T-ALL/LBL, who urgently need more effective and accessible treatment options," said Imviva Biotech Chief Medical Officer Jan Davidson-Moncada, MD, PhD. "This recognition provides regulatory support and extended market exclusivity to advance our development pathway, supporting our belief that a truly off-the-shelf CAR-T therapy, available at the point of care, has the potential to change the treatment paradigm for these rapidly progressing diseases." •