

# ACTO for Launch Excellence

Pharmaceutical companies have one chance to get their product launch right. Whatever revenue trajectory is set at launch – either meeting expectations or missing them – is the course that drug will follow for the rest of its lifetime. So, how can Commercial Learning & Development (CL&D) teams help ensure launch success?

## ENSURE LAUNCH READINESS

The goal of a product launch meeting is to energize, excite, and enable the field so they can start selling the minute they leave the event. To make it as engaging as possible with patient stories, competition, and practice, everyone must show up with a solid, common base of knowledge. So, how do you ensure pre-work is not a check-the-box exercise?

With ACTO, you can design self-guided learning journeys that combine training content in any format (including SCORM files), key-takeaways, pro-tips, and surveys to make learning memorable. Furthermore, with assessments and digital signatures, you know your learners have read – and understand – what they've learned.

## BOOST LIVE EVENT ENGAGEMENT

You've received fantastic feedback on the launch pre-work you deployed, and now everyone is counting down the final days to The Big Event. The venue has arranged beautiful accommodations, the event company has planned an amazing production, and you just need to make sure the Sales team is competent and confident when they leave. So, how do you make live learning easy, fun, and effective?

ACTO's live event tool provides a smooth learning experience that connects everything together. Learners get personalized agendas and push notifications so they know what's happening and where they need to be, while interactive features like polls and quizzes bring sessions to life. Gamification and leaderboards bring out the competitive nature of reps and make training fun, while reinforcing critical learning. Finally, ACTO enables you to certify reps, so you know they are ready for the field.

**70%** of products that miss expectations at launch continue doing so in subsequent years

**80%** of products that meet or beat expectations continue to do so afterward

*Source: Deloitte article: Key Factors to Improve Drug Launches, March 2020*

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## DRIVE POST-LAUNCH PULL-THROUGH

After the 18-24 months of preparation to ensure a successful product launch, there is nothing more critical than making sure reps remain competent, confident, and compliant in the field. But for reps, locating approved information is difficult, coaching isn't meaningful, and training reinforcement just feels like a requirement. What can you do to ensure learning pull-through?

The ACTO platform unifies launch pre-work, meeting training, and post-event continuous learning in a single app. Sales reps can easily locate content using keyword search, refer back to training key-takeaways, and request coaching, while Sales managers can conduct video scenario coaching, complete FCRs, and identify opportunities for additional training. CL&D teams can also push new training for label updates, product positioning, and updated marketing assets to Sales through the ACTO app to make sure everyone is up-to-date.

## IMPACT LAUNCH PERFORMANCE

Knowing that the results in the first six months after launch set the course of the product's lifelong performance – insight is everything. Are the reps successfully pitching the product? Do they know what content and messaging to use? What does their behavior in the field look like? And, ultimately, how are they performing?

Since all your training modules, collateral, coaching tools, and ongoing learning support are on a single platform with ACTO, rich analytics can be gathered to help stakeholders make key decisions that can impact outcomes in those critical early months after launch. Real-time dashboards provide insight into positive and negative trends in the field, so timely course corrections can be made to improve field performance, while also tying the impact of learning effectiveness to launch excellence.

**“ As we thought about the launch of this product, ACTO was the unanimous choice because it was a one-stop shop. It had everything we needed. ”**

*– Pete Hodlofski, Director, US Sales Training Lead, Idorsia Pharmaceuticals Ltd*

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