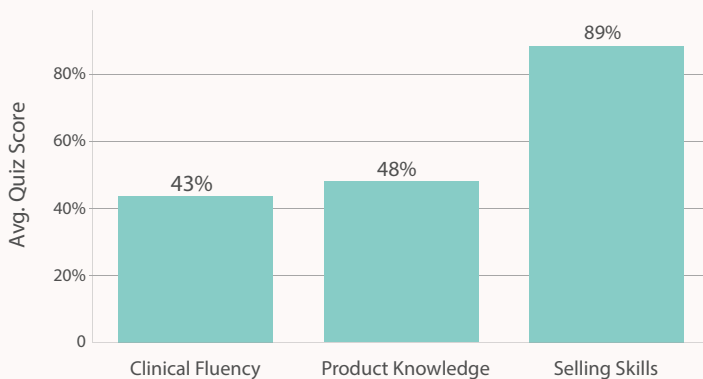


ACTO OmniSight™ for Launch Excellence

Commercial Learning & Development (CL&D) teams need insight to evaluate the effectiveness of their launch training throughout the course of the product launch lifecycle, but when training data is siloed in multiple systems and fragmented across point solutions, how can teams optimize training and demonstrate its impact on product launch success?

With ACTO OmniSight™ for Launch Excellence, CL&D teams have real-time insight into training effectiveness from pre-launch home study, to live launch training, to post-launch pull-through.

Pre-work Quiz Score by Competency



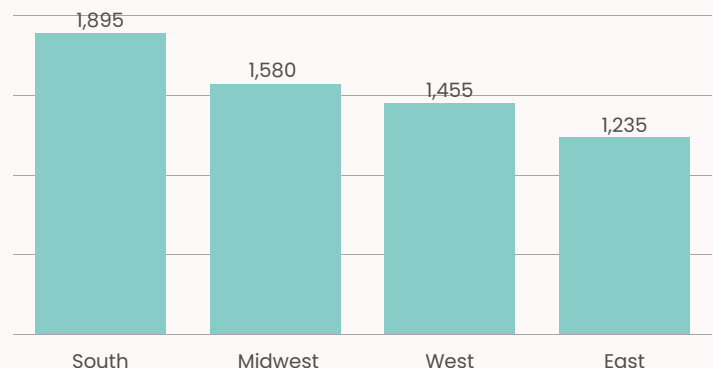
PRE-LAUNCH INSIGHT

Pre-launch training is critical - it lays the foundation upon which live training builds - but how do you validate that the base knowledge is there? With ACTO OmniSight, not only can you track pre-work learner engagement, training completion, and quiz scores, you can also understand where reps are strong, and where they need more help. With this insight, you can make decisions around additional pre-work to match the needs of your reps and shape your live launch training to ensure success.

LAUNCH INSIGHT

Every Life Sciences company wants their product launch meeting to be engaging, energizing, and most importantly, effective. Sales reps need to leave the meeting competent, confident, and prepared, but how do you know if this was accomplished? With ACTO OmniSight, you can track live engagement with individual and team leaderboards, certification completion status, and comparative certification scores by competencies across individuals and teams.

Live Event Team Leaderboard

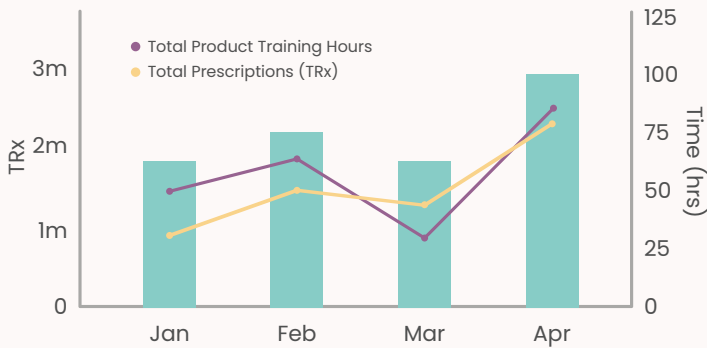


ACTO OmniSight™ for Launch Excellence



POST-LAUNCH INSIGHT

Training and TRx Correlation



Everyone knows that the results in the first six months following launch set the course of the product's lifelong performance. So, how do you make sure you do everything you can to achieve success? With ACTO OmniSight, you have a direct line of sight into how your reps are performing in-field, so you can take action to improve their performance. You can see Field Coaching Report (FCR) and video scenario coaching scores over time and by competencies so you can direct pull-through efforts, and you can correlate total training hours and total prescriptions data to show the impact of training on overall product launch success.

CONCLUSION

Pharmaceutical companies have one chance to get their product launch right. Whatever revenue trajectory is set at launch – either meeting expectations or missing them – sets the course that drug will follow for the rest of its lifetime; so, timely insight and course correction are critical. But, Marketing, Sales, and CL&D leaders struggle to identify performance promoters or diagnose areas of risk that would allow them to impact rep behavior and improve performance.

With ACTO OmniSight, you have real-time visibility into the effectiveness of your pre-launch, launch, and post-launch commercial training, so you can spot positive and negative trends in the field and respond quickly to optimize rep performance, while proving the impact of learning on launch success.

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