

# The Triple A Initiative



## ACTO, Axiom, and AstraZeneca Set a New Benchmark For Provider Partnerships in the Life Sciences Industry With the Triple A Initiative

AstraZeneca's diabetes drug was approved for a new indication that reduces the risk of hospitalization from heart failure amongst Type-2 diabetes patients, potentially reducing hospitalization costs by USD 23,000 per patient. To launch this new indication, AstraZeneca partnered with Axiom and ACTO to form The **Triple A Initiative**: a total solution offering content creation, delivery, field engagement and business insights, which equipped a large number of reps to educate healthcare professionals on the drug's brand and clinical story in a compliant manner.

The Triple A Initiative created a seamless, end-to-end experience for AstraZeneca. They leveraged Axiom's expertise to create and structure content, and ACTO's expertise to deliver the content and gather field data insights. ACTO and Axiom's combined offerings enabled AstraZeneca's commercial unit to leverage the following innovative tools and solutions in response to their needs:

- Learning in the flow of work
- Rep engagement and retention
- Field visibility

### THE SOLUTION: Consolidate Into ONE Life Sciences-Focused Platform

**Mobile-first, Cross-platform:** Reps can use ACTO's app on any mobile device and learn at their own pace. This enabled reps to learn in the flow of work and reduce time out of territory.

**Microlearning:** Axiom created content in a microlearning format by breaking down scientific content into bite-sized chunks of information presented through ACTO's ActionPacks.

**Actionable Data Insights:** ACTO's analytics from learning, content, and coaching behaviors enabled AstraZeneca to personalize learning journeys, draw relationships between learning and commercial performance, and understand top rep behaviors.



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## THE RESULTS

**Increase in rep engagement:** There were more than 5,000 pulls on the content from the indication learning module, which demonstrated the success of more engaging content versus traditional, didactic learning.

**Impact on conversations with HCPs:** Transforming the learning program helped AstraZeneca's sales reps to quickly and effectively educate healthcare professionals on a new approved indication.

**Increase in data-driven culture:** ACTO delivers a continuous stream of data and actionable insights from AstraZeneca's field force to senior leadership, for ongoing evaluation and improvement of the learning program.



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