LAICA by ACTO

Artificial Intelligence (AI) is helping pharma field teams better target and understand HCPs, more accurately plan and manage their territory, and efficiently complete mundane tasks. But how can AI help sales reps and MSLs get the product and clinical information they need during HCP interactions in a quick and compliant manner?

GIVE THEM WHAT THEY WANT

The amount of information and material a field professional is expected to know, understand, and use is overwhelming - **from disease state, product information, and clinical evidence, to market access and the competitive landscape** - it's a lot. Understandably, there will be times when field professionals simply can't recall something or can't find what they need. But in those precious face-to-face HCP interactions, you don't want your field professionals to stumble or say the wrong thing. What they need is a trusted AI knowledge assistant that will give them the answers they need, on-demand.

With LAICA by ACTO, field professionals can ask questions and get succinct, accurate answers from their very own mobile-friendly, voice-enabled knowledge assistant.

CONTROL WHAT THEY GET

Generic AI assistants like ChatGPT generate answers to questions by making assumptions and pulling data from any and all publicly available sources. These assumptions and sources may or may not be accurate, trustworthy, or complete, but the answers the AI assistant gives you sound very convincing. This can result in incorrect or misleading information, oftentimes referred to as "AI hallucinations." Needless to say, there is no world in which this would be acceptable in the highly-regulated Life Sciences industry. So, what's a pharma field professionals to do?

> **93% of respondents who encountered field reps using unapproved content and messaging indicated that it had a direct negative impact on their company.**
>
> Research Report: *Risk Reduction in the Life Sciences Industry*, 2023

LAICA provides your field teams with immediate answers to their questions based only on the content you have provided. LAICA operates in a "walled garden" you create, consisting of the most recent **Medical, Legal, and Regulatory (MLR)-approved content from Veeva Vault** or other sources approved by you, so it will never "hallucinate" or make-up answers. Field professionals get what they need and commercial and medical leaders can trust that field teams are provided with approved messaging and information to communicate with accuracy and impact.

LAICA by ACTO

FINE-TUNED FOR LIFE SCIENCES

The Life Sciences industry has its own unique vocabulary consisting of hundreds of terms and abbreviations that the average person wouldn't know. For an AI knowledge assistant to be helpful to a pharma field professional, it must be versed in this vocabulary and understand the context in which questions are being asked.

LAICA is the only AI knowledge assistant built specifically for the Life Sciences industry to support field teams. LAICA's AI model has been fine-tuned, based on anonymized insight from tens of thousands of pharma field professionals using ACTO, so it understands the unique pharma field professional vocabulary and search behavior, which helps ensure relevant results. The model is further refined for each customer, based on company-specific lingo and data.

> "The success of AI relies on maintaining the human touch – keeping reps central to customer relationships while empowering them with intelligent guidance."
>
> *– Dr. Andree Bates*
> *Chairman/Founder/CEO, Eularis*

SECURE AND COMPLIANT

A tool like an AI knowledge assistant for pharma field teams must meet the security and compliance requirements of the Life Sciences industry.

As a **SOC2 Type II** certified organization, ACTO has demonstrated the successful implementation and maintenance of internal controls to maintain the security, availability, processing integrity, confidentiality, and privacy of customer data, so you can have peace of mind that LAICA is safe for your field teams to use.

In addition, ACTO has been validated to comply with **US FDA 21 CFR Part 11** requirements, so you can rest assured that your field teams are using a tool that meets the necessary regulatory standards for security, integrity, and reliability.

LEARN MORE

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