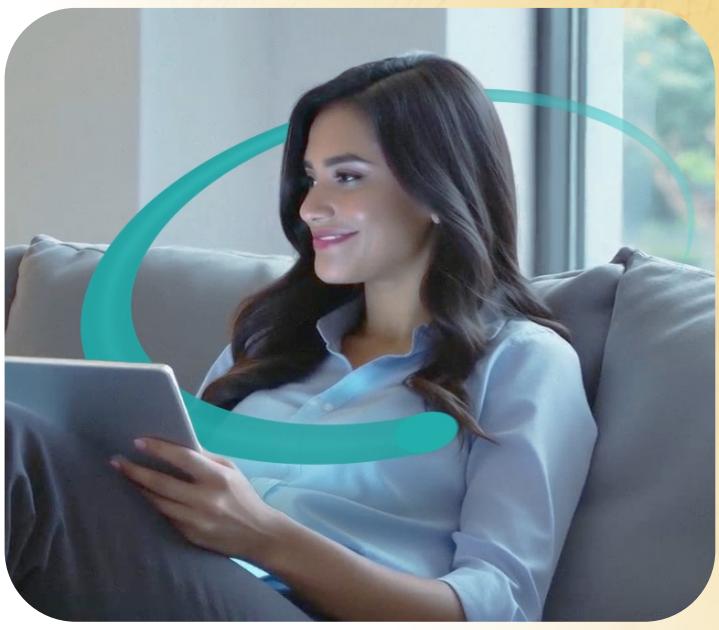
ACTO | Platform

AI Roleplay Built for Life Sciences

CxZone, ACTO's AI roleplay solution, is tailored to the unique needs of Life Sciences field teams, helping them build clinical confidence, strengthen product messaging, and practice realistic HCP conversations in a compliant, feedback-rich environment.



The Challenge:

You Have Three Minutes

In the world of biopharma sales, you don't get unlimited time with HCPs. You don't get second chances. And your audience isn't buying—they're treating patients. Field professionals need to know the latest trial data, anticipate clinical concerns, and be well-versed in market access, so the conversation is tight and meaningful.

- HCP interactions must create value fast
- Messages must be accurate and approved
- Conversations must build trust and be meaningful

Generic Roleplay vs. Pharma Reality

Generic AI roleplay prepares field professionals for broad sales conversations, but pharma teams need compliant, HCP-realistic practice for clinical questions, approved messaging, and trust-building in a limited time window.

3–6 minutes
average face time with HCPs

The Solution:

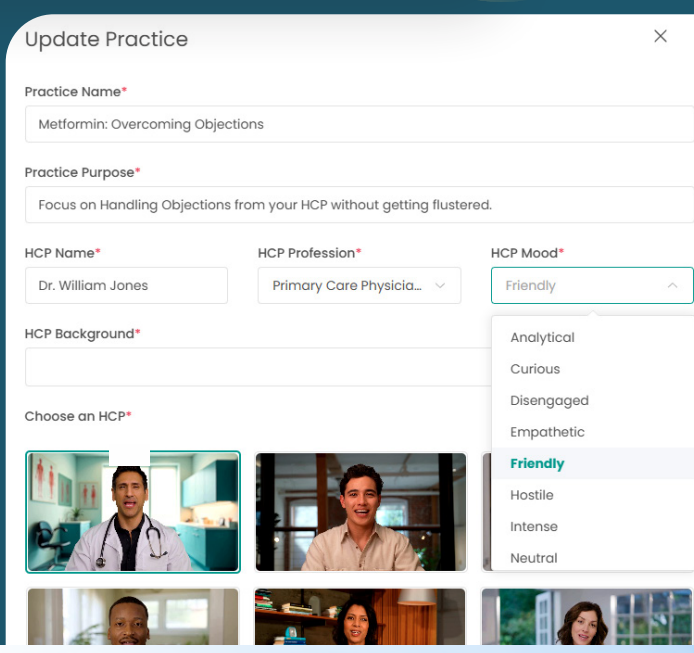
AI Roleplay Built for Pharma's Most Important Conversations

CxZone helps field teams master critical HCP conversations through realistic AI-simulated roleplay, gamified practice streaks, and actionable feedback. Grounded in approved, auto-synced content from Veeva Vault and other systems, reps build compliant clinical fluency and confidence before every field engagement.

AUTHENTIC
Practice with HCP avatars tailored by role, specialty, call type, mood, and HCP context.

ACTIONABLE
Give reps instant coaching on clinical fluency, message delivery, and areas for improvement.

REALISTIC
Prepare for high-stakes HCP conversations with avatars that challenge, adapt, and respond naturally.



How it Works: From AI Practice to HCP Readiness

CxZone gives reps and MSLs on-demand AI roleplay, to practice full HCP conversations or sharpen specific messages, building clinical confidence and field readiness.

1. Avatars uniquely built for Life Sciences
2. Realistic HCP challenge scenarios
3. Clinical practice with approved messaging
4. Instant feedback that drives readiness

Built for the Moments That Define Field Performance

Objection Handling · Clinical IQ · Closing · Confidence · Product Messaging



Why ACTO CxZone AI Roleplay? Fast, Easy, Effective

Fast
- Build compliant simulations in minutes
- Define HCP, conversation, and evaluation criteria
- No coding or vendor dependency

Specific
- Tailor avatars by HCP role and specialty
- Ground practice in approved resources
- Reflect real HCP expectations and behaviors

Impactful
- Deliver instant, skill-specific performance feedback
- Focus on what matters - Clinical IQ and Messaging
- Ignite the competitive nature with gamification

Safe
- Rehearse anytime, anywhere
- Practice with HCP avatars, not managers or trainers
- Get clear, unbiased feedback to improve and excel

Ready to Empower your Field Teams?

See how ACTO's AI roleplay simulation drives stronger HCP conversations.

Learn more at
acto.com/cxzone