ACTO | Platform

Intelligent Field Excellence for Life Sciences

Field excellence isn't a destination—it's a daily advantage. ACTO empowers field sales and medical teams to show up confident and competent to every HCP engagement.

The Challenge:

Competence and Confidence Fade

While new-hire onboarding, product launch, and national sales meeting training can be effective and intermittent coaching is helpful, field reps struggle to stay sharp on product knowledge, message delivery, and scientific evidence day-to-day. Information is forgotten or outdated, and confidence becomes shaky in HCP interactions.

- Field training, coaching, and content are disconnected
- Learning and practice are isolated exercises
- Field competence and confidence are not tracked

The Message Mastery Gap

Field reps say they "operate on an island" – disconnected from the home office and on their own. This can lead to the use of outdated information, messaging, and clinical evidence.

50% of leaders catch reps using unapproved content

The Solution:

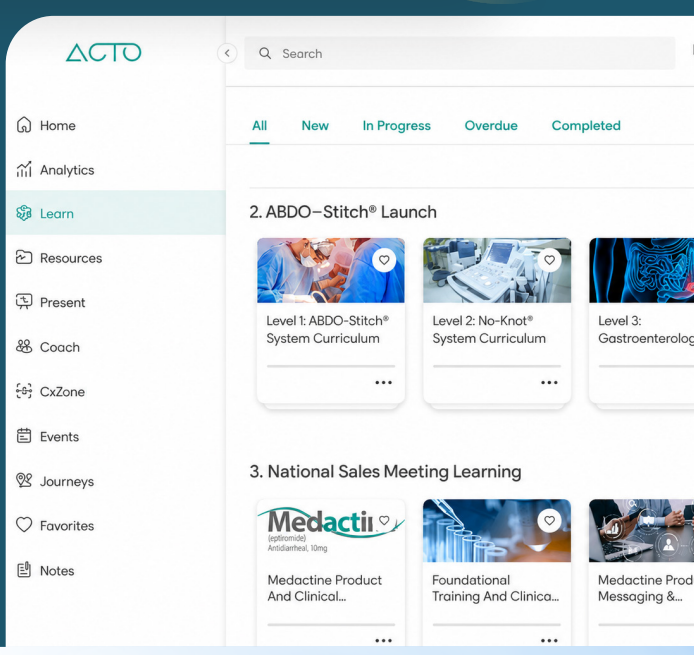
Connected, Always-on Field Support

When training is omnipresent, coaching is continuous, and roleplay practice is private and safe, field reps stay sharp. They know the latest clinical evidence, they are versed in the latest product information, and they deliver messages with confidence. The result? Field excellence and brand performance.

EDUCATE
Offer engaging personalized field training, practice, and certification in a single learning experience.

ENGAGE
Embed training pull-through and knowledge retention in the flow of a field professional's day.

AUGMENT
Make it easy for teams to stay competent and confident in the field with compliant, role-based AI agents.



How it Works: From Readiness to Field Impact

ACTO connects the full field excellence journey, helping organizations prepare teams, reinforce mastery, support performance, and measure what matters across every HCP interaction.

1. New-hire onboarding, product launch, and sales meeting training
2. Practice, assessments, roleplay, and certification
3. Continuous personalized learning, practice, and coaching

Built for the Moments That Define Field Performance

New Hire Onboarding | Product Launches | Continuous Learning | Field Coaching | National Sales Meetings | AI-Simulated Roleplay



Why ACTO Intelligent Field Excellence?
Insight-driven Performance at Scale

Unified
- A single platform for the entire field team journey
- Connected learning, coaching, practice and performance
- Seamless integration with critical field systems

Easy
- Simple, intuitive, and AI-enabled user Interface
- Accessible via desktop, tablet, and mobile
- Available in the 15 most common global languages

Insightful
- Tracks field completion, competency, and confidence
- Connects insight across training, coaching, and practice
- Correlates field behavior to performance impact

Specialized
- Built exclusively for the Life Sciences industry
- SOC 2 Type II certified and FDA 21 CFR Part 11 validated
- Used by over 55K Life Sciences field professionals

Ready to Elevate your Field Teams?

See how ACTO's Intelligent Field Excellence platform drives stronger field performance.

Learn more at
acto.com/platform