ACTO | FOR Medical Affairs

Close the Medical Affairs Value Gap

ACTO helps Medical Affairs teams equip MSLs to keep pace with evolving clinical evidence, strengthen the quality of scientific exchange, capture more meaningful field insights, and make their impact on the HCP Scientific Journey more measurable.

The Challenge:

Three Forces Holding Medical Affairs Back

Scientific progress depends on speed, quality, and measurable impact. As evidence grows more complex and HCP expectations evolve, MSLs must stay current, deepen scientific dialogue, surface meaningful field insights, and give leaders a clearer way to understand whether those interactions are advancing the Scientific Journey.

Keep Pace With Scientific Complexity

Turn Exchange Into Meaningful Insight

Prove Impact Beyond Activity Metrics

Activity Alone Cannot Prove Value

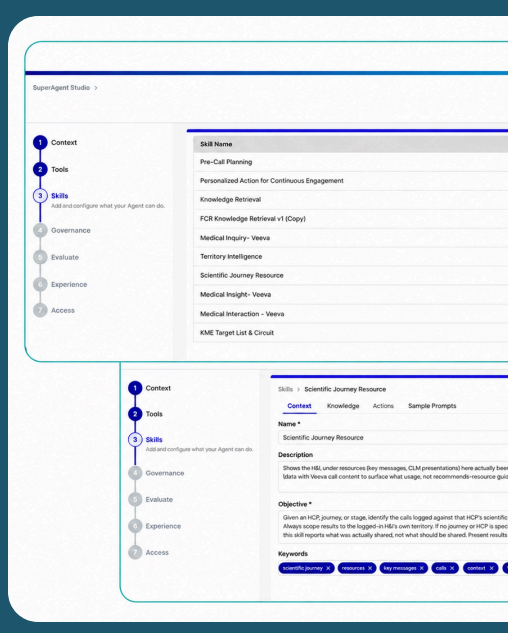
Engagement counts show activity, not the quality of scien exchange or the value of field insights. Medical Affairs nee clearer connection between MSL performance, HCP mover and measurable outcomes.

67%
find MSL performance difficult to measure

The Solution:

Turn Scientific Exchange Quality Into Measurable Value

ACTO gives Medical Affairs teams one place to prepare MSLs, support higher-value scientific exchange, capture and improve field insights, and measure changes in performance and HCP sentiment—helping leaders connect the quality of field engagement to more meaningful evidence of impact.



DEEPEN EXCHANGE

Prepare MSLs with evidence, pre-call planning, practice, and continuous coaching.

ELEVATE INSIGHTS

Capture field intelligence while context is fresh, then strengthen insight quality and consistency.

PROVE IMPACT

Track changes in performance, exchange quality, insight quality, and HCP sentiment over time.

From Scientific Readiness to Measurable Medical Impact

Connect preparation, scientific exchange, field insight capture, and measurement in one continuous path designed to improve MSL performance and demonstrate Medical Affairs value.

1

ESTABLISH THE HCP BASELINE

Assess HCP sentiment, MSL performance, exchange quality, and insight quality.

2

PREPARE FOR HIGHER-VALUE EXCHANGE

Use pre-call planning, roleplay, and practice to strengthen scientific dialogue and surface insights through KIQs.

3

CAPTURE AND ELEVATE FIELD INSIGHTS

Capture HCP questions, unmet needs, emerging themes, and field insights while context is fresh.

4

MEASURE IMPACT AND ACT

Track changes, identify correlations, and use the data to guide future engagement.

Built for the Moments That Shape Scientific Value

Pre-Call Planning | Scientific Exchange | AI Roleplay | Field Insights | KIQs | HCP Sentiment



The Value:

Why Medical Affairs Teams Use ACTO

ACTO helps MSLs improve the quality of scientific exchange and the insights that emerge from it, and makes that improvement measurable over time – turning quality into the ROI evidence that proves the value of Medical Affairs.

Readiness

- Consolidate access to evidence
- Simplify pre-call planning
- Reinforce learning and coaching

Exchange

- Practice HCP scientific dialogue
- Strengthen response quality
- Surface insights through KIQs

Insights

- Capture insight while context is fresh
- Standardize tagging and entry
- Improve insight quality and consistency

Measurement

- Benchmark HCP perceptions
- Track exchange and insight quality
- Connect progress to the Scientific Journey

Ready to Make Medical Affairs Impact Visible?

See how ACTO connects scientific exchange, field insights, and measurable outcomes to demonstrate Medical Affairs value.

Learn more
acto.com

ACTO