

USE CASE PORTFOLIO

Execution.

Commercial capability that can be measured, not guessed.

Ascentium Talent helps pharmaceutical and medical-device enterprises develop commercial capability that can be measured, not guessed. We combine lifelike AI simulations, adaptive learning pathways, and rigorous evaluation to turn talent development into a measurable driver of performance.

ABOUT ASCENTIUM TALENT

Five hubs. Nine of the top ten global pharma.

GLOBAL FOOTPRINT · DEEP PHARMA SPECIALIZATION

01 WHAT WE BUILD

A global platform

Lifelike AI simulations, adaptive learning pathways, and rigorous evaluation. Purpose- built for pharmaceutical field-force capability development.

Measured, not guessed.

02 WHERE WE OPERATE

Five global hubs

Vancouver, San Francisco, Zug, Shanghai, Tokyo. Strategic presence across continents and major Life Science hubs.

10+ countries served.

03 WHO WE SERVE

Pharma-exclusive

Trusted AI strategy execution partner to nine of the top ten global life-science and healthcare-related industries.

9 of the top 10 served.

WHAT SETS US APART · THREE DIFFERENTIATORS

Pharmaceutical-grade compliance

GDPR and EU AI Act transparency, MLR / Medical Governance built in from day one. ISO 27001 + Algorithm Filing.

Global presence

Five hubs across three continents. Local languages, regulations, and cultural nuance — not retrofitted.

Patented behavioural precision

MUAS® and SOLO® diagnose which behaviour, message, and delivery goal was achieved at the sentence level.



Johnson&Johnson
Innovative Medicine

NOVARTIS

abbvie

GSK

AMGEN

SANDOZ

GE HealthCare

Medtronic



ORGANON
Here for her health

Bristol Myers Squibb

Allergan
Aesthetics
an AbbVie company

GALDERMA
EST. 1981

aspen

MERCK

sanofi

HALEON



FERRING
PHARMACEUTICALS

IPSEN
Innovation for patient care



Johnson & Johnson

Boston
Scientific

Edwards

THE PROBLEM

Five critical gaps in field-force excellence.

I

Execution gap

Strategy stops at the classroom, never reaches the consultation room. Reps understand strategy in training but fail to execute it effectively with HCPs.

II

Knowledge decay

Product knowledge fades after training without active reinforcement. Reps struggle to recall precise information when needed most.

III

Support gap at critical moments

Reps lack instant professional support when facing compliance, product detail, or clinical questions in the field.

IV

Subjective talent decisions

Assessments still rely on subjective judgment and intuition rather than objective, measurable criteria and auditable data points.

V

Wasted behavioural data

Vast interaction data sits idle, failing to convert insight into actionable intelligence that drives performance.

THE USE-CASE SCENARIO

One platform. Five domains. Thirteen use cases.

FROM PROBLEM TO PLATFORM — IN ONE COHERENT SYSTEM

01	Field Simulation & Coaching	Every interaction becomes a rehearsal, a live session, and a coachable moment.
02	Knowledge & Speaking Mastery	Adaptive retention and verbal fluency that hold under real HCP pressure.
03	Always-On Enablement	Reproducible, evidence-based capability measurement. Replaces gut-feel with data.
04	Assessment & Talent Management	Unstructured organizational data converted into structured intelligence.
05	Behavioral Intelligence & Analytics	Intelligent knowledge partner available around the clock, at the point of need.

BUILT FOR THREE AUDIENCES • ONE PLATFORM

Representatives Prepare against realistic scenarios. Retain what matters. Deploy it fluently with evidence-based feedback.	Managers & Coaches Turn coaching from logged sessions into measurable quality. Evaluate manager effectiveness with rigour.	Talent & HQ Objective, bias-free talent decisions. A true behavioural intelligence layer for commercial leadership.
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01 · FIELD SIMULATION & COACHING

Turn every customer interaction into a win.

COVERING PRE-VISIT, DURING-VISIT, AND POST-VISIT SCENARIOS

UC 1 · Strategy-Led Avatar

AI-Powered, Strategy-led Simulation

AI HCP avatars with short-term dialogue memory and long-term strategic memory. Market segmentation, product positioning, and patient profiles embedded in AI logic. Converts static strategy into dynamic, scored simulation scenarios.

34% first-call improvement · 50% skill uplift

UC 2 · User-Led Avatar

CRM-Powered Personalized Simulation

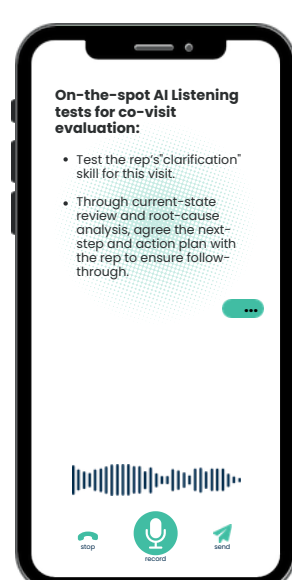
Transform CRM call records into customer-twin simulations for pre-call rehearsal. Native integration with Veeva and Salesforce. 1:1 personalized practice at scale, mapped to the accounts a rep actually works.



UC 6 · Real-time feedback

AI Listening

Instant feedback for post-call debrief, or any scenario needing immediate input. All corrections happen in real context, not through memory recall, accelerating skill internalisation by 50%+ with zero-delay feedback.



UC 10 · Strategic alignment

Regional Business Plan Assessment

Evaluate regional business plan quality through AI simulation. Ensure strategic alignment across all regions with measurable, comparable standards.

02 · KNOWLEDGE & SPEAKING MASTERY

From passive training to algorithm-driven fluency.

ADAPTIVE RETENTION AND VERBAL FLUENCY UNDER PRESSURE

UC8

Clinical Knowledge Smart Check-in

Product, competitor, and disease knowledge powered by the Ebbinghaus forgetting-curve algorithm. A personalized weak-point question bank automatically identifies and targets individual gaps. Assessment and review form a closed loop; gaps found in testing enter the review queue automatically.

UC 12

Product Knowledge Fluency Speaker

Voice-based practice tool with three progressive modes: read, fill-in, and recite. Real-time traffic-light feedback: keywords turn green when correct, red when incorrect. Closes the final gap between "knowing" and "speaking fluently" under HCP pressure.

UC 7

Presentation & Speaker Excellence

AI-powered presentation coaching for speaker meetings and department sessions. Slide-by-slide content logic and technique evaluation. Select audience type to simulate different HCP focus areas; comprehensive pre-event preparation and assessment.

03 • ALWAYS-ON ENABLEMENT

Intelligent knowledge partner, available 24/7.

AT THE POINT OF NEED — ZERO DELAY, ZERO GUESSWORK

UC 5 • 24/7 Knowledge Assistant

WHAT IT DOES

A companion AI assistant providing round-the-clock support, built on a comprehensive knowledge base covering product literature, compliance terms, reimbursement guidelines, and regulatory standards. Closed-loop handling resolves routine queries automatically and escalates complex issues to human support only when necessary.

WHY IT MATTERS

Field teams work outside standard office hours. The companion model provides instant support, dramatically reducing the burden on headquarters back-office teams — and significantly cuts compliance risk by eliminating the information lag that leads to risky decisions.

>70%

Routine queries resolved

24/7

Availability

0

Delay response



KEY OUTCOME

Eliminates information lag at critical moments. Field teams make informed, compliant decisions anytime, anywhere...with confidence.

04 · ASSESSMENT & TALENT MANAGEMENT

Replace gut-feel with evidence-based measurement.

REPRODUCIBLE, EVIDENCE-BASED CAPABILITY MEASUREMENT

UC9

Comprehensive Promotion Assessment

Simulated scenario exams with open-ended, multimodal questions covering core product information, business-chart analysis, and literature interpretation. Voice and text input. Anti-screenshot protection ensures integrity.

<30m
Personalized report

UC11

MUAS® Adaptive Situational Measurement

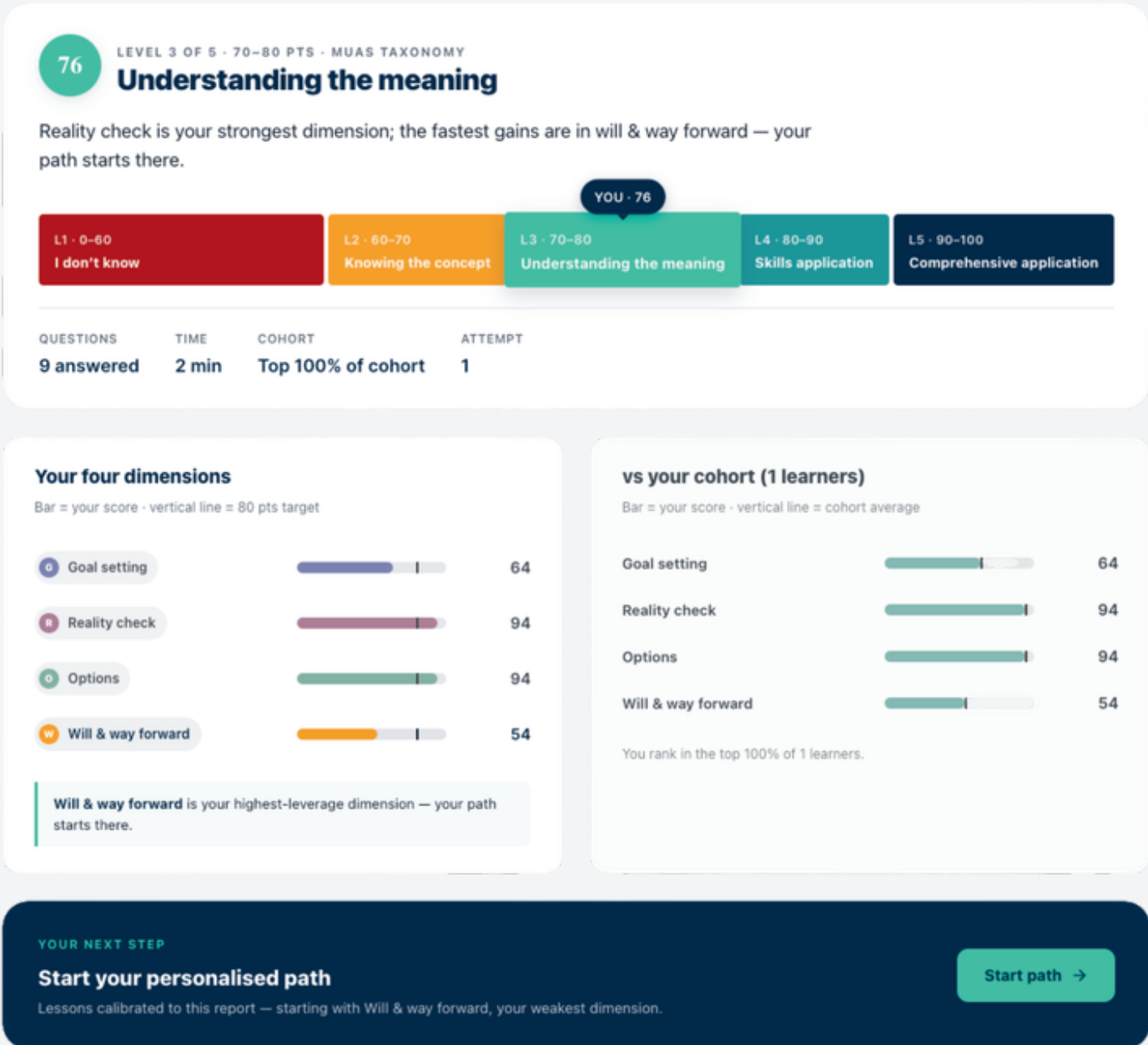
Proprietary 4-level engine: Memory, Understanding, Application, Synthesize. Real-time dynamic difficulty prevents guessing and cheating. Grounded in Bloom's Taxonomy with 15+ SCI international journal papers.

~15m
Full capability profile

UC13

RSM Leadership & Strategy Simulation

Advanced leadership simulation for Regional Sales Managers. Quarterly assessment cycle aligned with QBR rhythm. Evaluates business analysis, speech reporting, adaptability, and leadership across SWOT, action planning, and stakeholder scenarios.



05 • BEHAVIORAL INTELLIGENCE & ANALYTICS

Turn unstructured data into structured intelligence.

CONVERTING INTERACTION DATA INTO ACTIONABLE INSIGHTS

UC 3

AI-Driven High-Performance Behavior Extraction

A 36-dimension advanced behavioral indicator system purpose-built for pharmaceutical sales. AI analyzes top-performing rep call datasets to identify winning communication patterns and success behaviors — decoding the "black box" of elite performance into quantifiable, replicable training content.

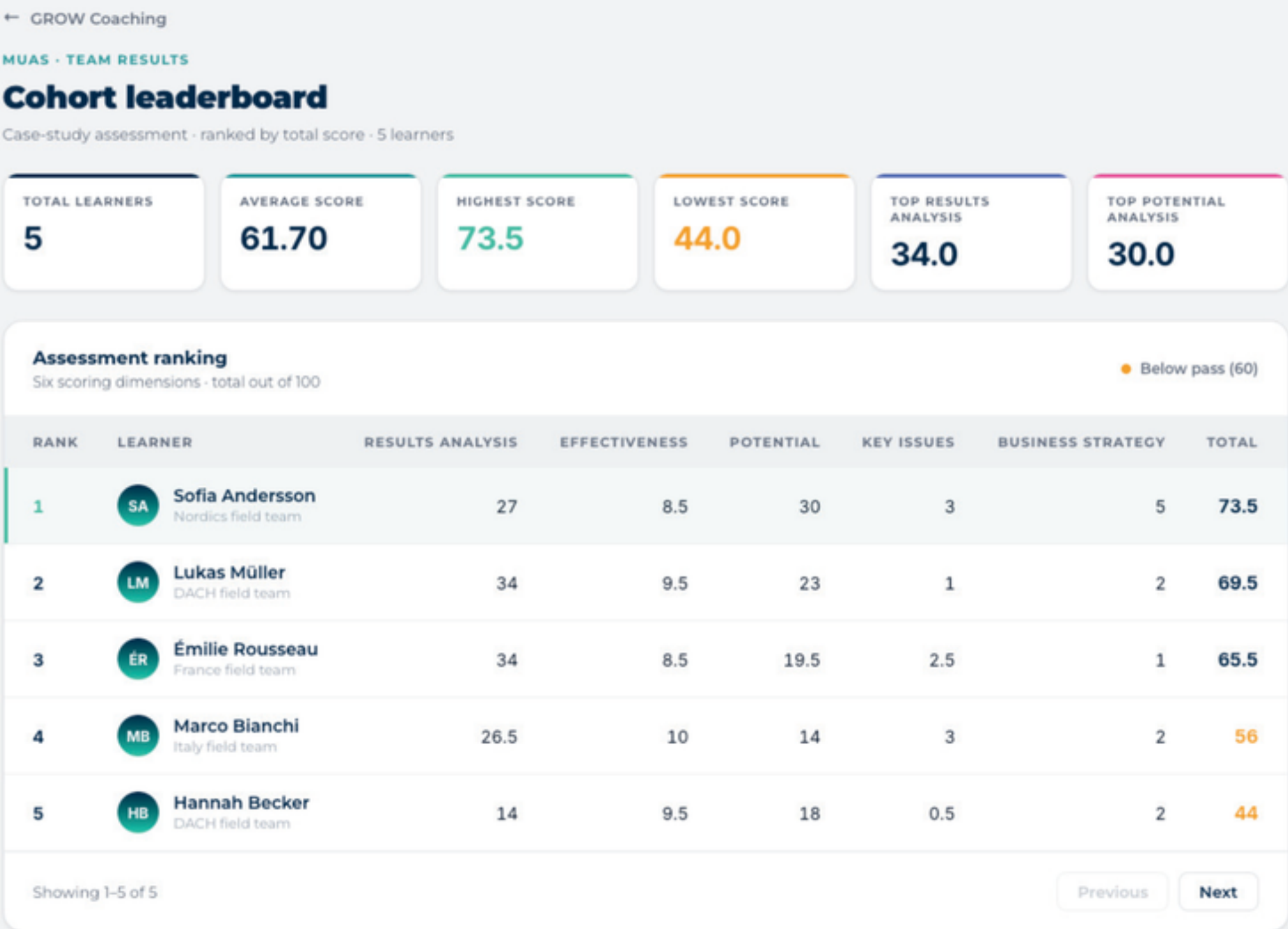
36 behavioral dimensions

UC 4

DSM Coaching Quality Assessment

Automated evaluation of District Sales Manager coaching records against 16 key coaching behavioral indicators. Supports both online and offline sessions, including joint field visits. Multi-dimensional assessment of coaching effectiveness, logic, and real impact on rep development — with a dashboard of individual DSM profiles.

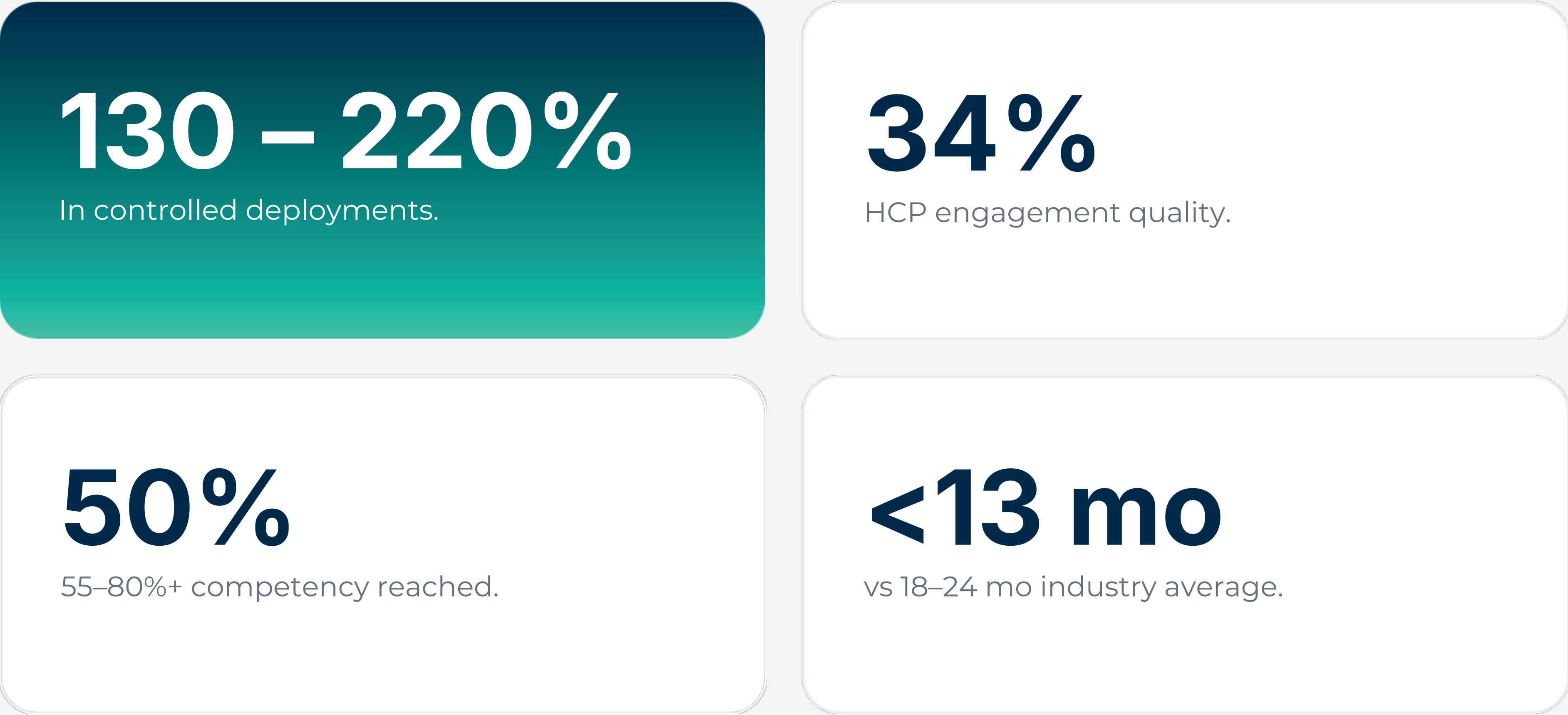
16 coaching indicators



06 • THE OUTCOMES

Outcomes worth measuring.

CONTROLLED DEPLOYMENTS • VENDOR-PUBLISHED FIGURES



METHODOLOGY — GROUNDED IN ACADEMIC GOLD STANDARD

Measurement is grounded in the SOLO Taxonomy (Biggs & Collis, 1982): tracking how a skill matures from the pre-structural stage, where a behaviour is absent, to the extended abstract stage, where the rep synthesises multiple behaviours to solve novel problems. By anchoring evaluation in this academic standard, AT turns "capability" into something scientifically verifiable — diagnosed at the sentence level, with a traceable report every session.



TRUST POSTURE SOC 2 Type II ISO 27001 GDPR EU AI Act MLR-aware

GET IN TOUCH

Your gateway to talent transformation.

WEBSITE

ascentiumtalent.ai

EMAIL

sales@ascentiumtalent.ai

HQ + HUBS

Zug • 5 hubs

MISSION

We turn practice into mastery, for the conversations that move medicine.

VISION

To be the undisputed backbone of behavioural excellence in Life Sciences.

VALUES

Substance over signal.
Practice over theory.
Evidence over enthusiasm.
Mastery over motion.

