

BEHAVIOURAL SCIENCE · MUAS® + SOLO®

Measured.

Not pass/fail. An actual level.

Every assessment rests on two scientifically grounded frameworks: MUAS®, the multi-dimensional measurement instrument, and SOLO®, the academic interpretive framework. Together they replace pass/fail tickboxes with traceable behavioural scores that hold up to Medical Affairs, Legal, Compliance, and Works Council review.

01
MUAS®

02
SOLO®

03
How they fit together

01 • MUAS® // 02 • SOLO®

The instrument. The interpretation.

BEHAVIOURAL MEASUREMENT, SCIENTIFICALLY GROUNDED

15+

Peer-reviewed publications

Independent academic validation.

3

Patents granted

CN ZL 2018 + ZL 2022 filings.

10K+

Validated assessments

Real-world calibration data.

01 MUAS®

Memorizing | Understanding | Application | Synthesis

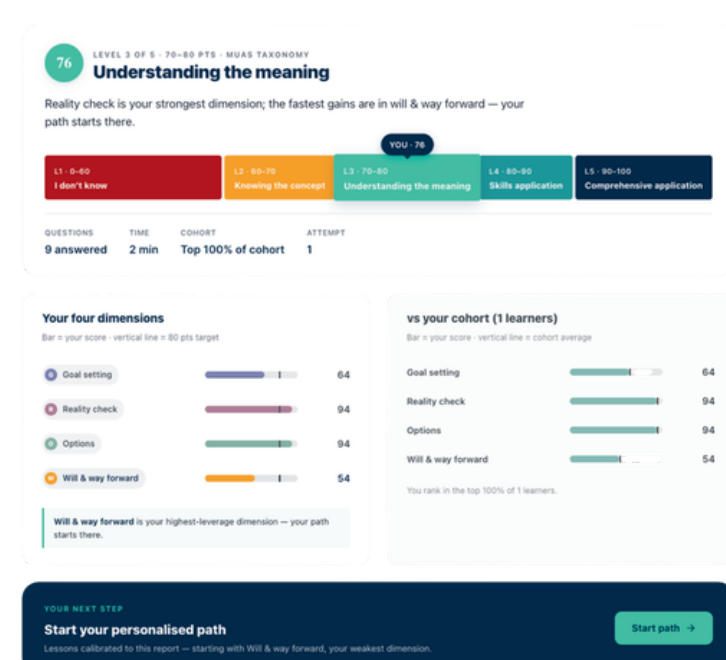
A hierarchical cognitive taxonomy that integrates cognitive capacity with intrinsic motivation, enabling granular profiling and targeted interventions at the motivational level.

WHY IT MATTERS

Budgets get killed in procurement because L&D can't prove ROI. MUAS produces traceable, auditable scores — every point links to a behaviour in the transcript. That gets a platform past Legal, Compliance, and Works Councils.

USED PRIMARELY FOR

Adaptive assessments



02 SOLO®

Structure of the Observed Learning Outcome

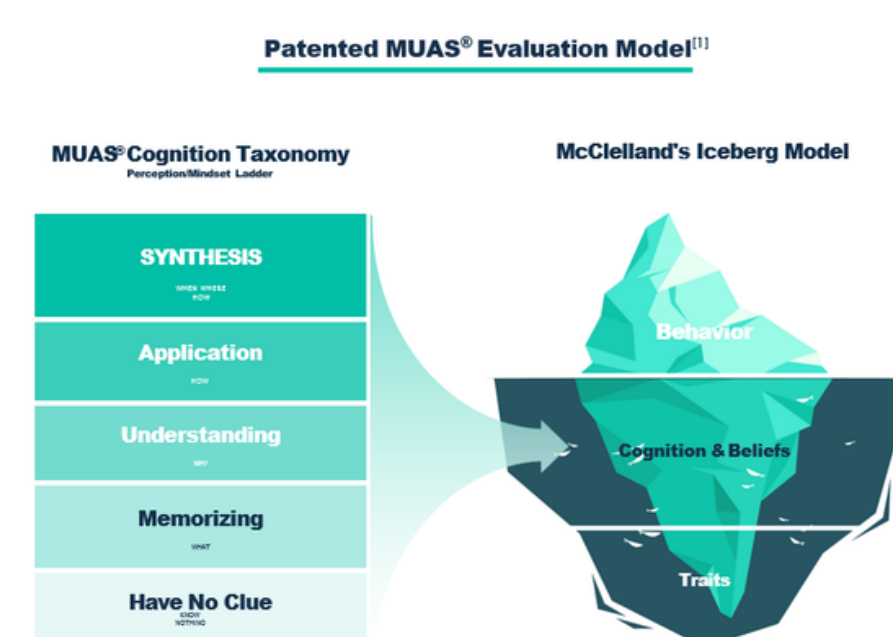
An academic framework from educational psychology (Biggs & Collis, 1982) that AT has licensed and operationalised for pharma. It defines five levels of how well someone understands and applies something — from pre-structural to extended abstract.

WHY IT MATTERS

SOLO is a recognised academic framework, not proprietary "magic." That credibility matters enormously when presenting to Medical Affairs or Scientific Affairs teams skeptical of black-box AI scoring.

USED PRIMARELY FOR

AI avatar simulations



03 · HOW THEY FIT TOGETHER

Capture. Interpret. Act.

TRANSPARENT · DEFENSIBLE · DIRECTLY ACTIONABLE FOR COACHING

01

MUAS® captures
The measurement instrument. Records what the rep actually did in the scenario, question by question, behaviour by behaviour.

02

SOLO® interprets
The interpretive framework. Tells you what those behaviours mean developmentally, on a defensible five-level scale.

03

Together they act
A score that is transparent, defensible, and directly actionable. Specific behaviours, specific feedback, specific next steps.

THE FIVE-LEVEL LADDER

LEVEL	SOLO TERM	WHAT IT MEANS IN PHARMA REP TERMS
0	Pre-structural	No relevant behaviour demonstrated. Outside the scale.
1	Uni-structural	Knows isolated facts. Cannot connect them.
2	Multi-structural	Recites multiple facts. No integration. Cannot handle scientific objections.
3	Relational	Connects facts to context. Handles standard objections.
4	Extended Abstract	Navigates unexpected objections. Lands the message compliantly.

THE OUTPUT IS NOT A PERCENTAGE

"We don't just tell you a rep scored 72%. We tell you they are a Level 2 who can recite product facts but cannot handle scientific objections — and here is the specific behaviour in the transcript that proves it."

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.

