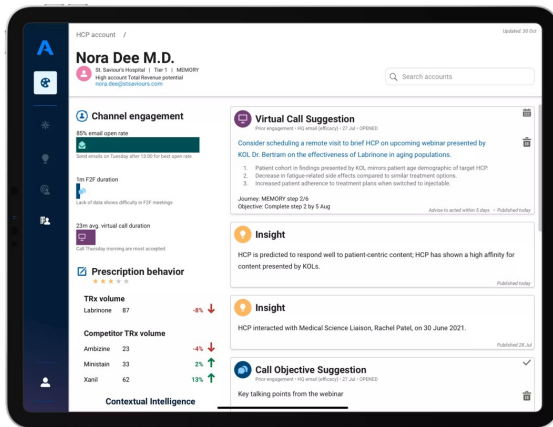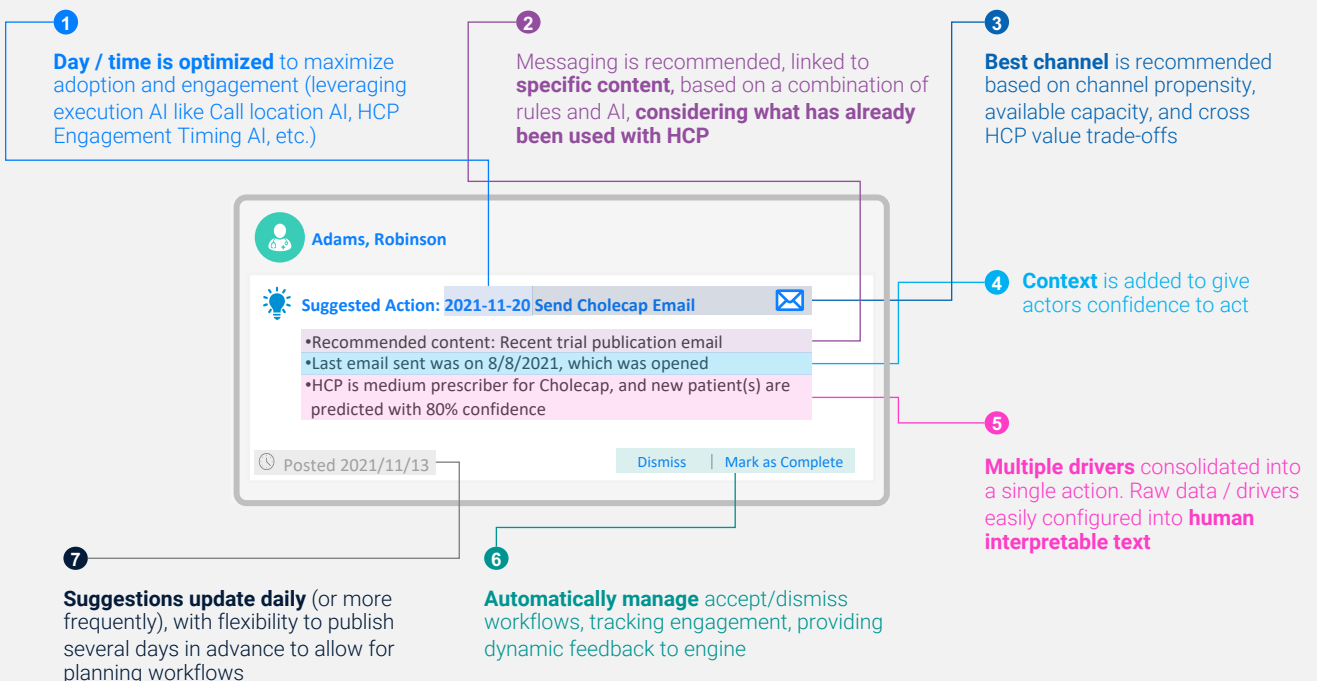# AKTANA

7 Attributes of Highly Effective NBA Recommendations

Dynamic context is the key to superior results

Aktana provides superior Next Best Action recommendations by layering artificial intelligence with human insight, pulling critical context from every data source and past interaction to make recommendations more responsive and effective.

Aktana's **Contextual Intelligence Engine** finds the best combination of all possible actions – in all channels, by all members of the commercial team – to create compelling experiences for every physician.

1 **Day / time is optimized** to maximize adoption and engagement (leveraging execution AI like Call location AI, HCP Engagement Timing AI, etc.)

2 Messaging is recommended, linked to **specific content**, based on a combination of rules and AI, **considering what has already been used with HCP**

3 **Best channel** is recommended based on channel propensity, available capacity, and cross HCP value trade-offs

4 **Context** is added to give actors confidence to act

5 **Multiple drivers** consolidated into a single action. Raw data / drivers easily configured into **human interpretable text**

6 **Automatically manage** accept/dismiss workflows, tracking engagement, providing dynamic feedback to engine

7 **Suggestions update daily** (or more frequently), with flexibility to publish several days in advance to allow for planning workflows

7 ways Aktana provides superior NBA recommendations

1 Optimal timing

Timing is optimized based on insight pulled into the machine learning model. Suggestions are offered dynamically based on previous HCP engagements instead of a common time across all suggestions.

2 Contextualized messaging

Messaging is dynamically adjusted and specifically tied to tailored content suggestions. Content is specified to HCPs based on content they've previously received and messaging they've interacted with.

3 Best channel

Channel recommendations are highly tailored not only based on HCP engagement, but also organizational capacity and HCP value trade-offs.

4 Recommendations with context

While most vendors offer single action recommendations, Aktana's Contextual Intelligence Engine (CIE) includes context with all recommendations. Instead of suggested actions occurring in a vacuum, recommendations align with most recent engagements.

5 Elevated key action

Rather than a laundry list of data, CIE synthesizes multiple pieces of data and delivers a clear and concise recommended key action.

6 Dynamic feedback

One of CIE's most critical sources of insight comes from the system itself in the form of dynamic feedback. The platform's UI provides buttons for easy management and dynamic feedback of recommendations. The system processes feedback and improves actions immediately.

7 Daily updates

Recommendations are updated daily or more frequently, based on field needs. Organizations can determine their own schedule to manage planning and workflows more effectively.