

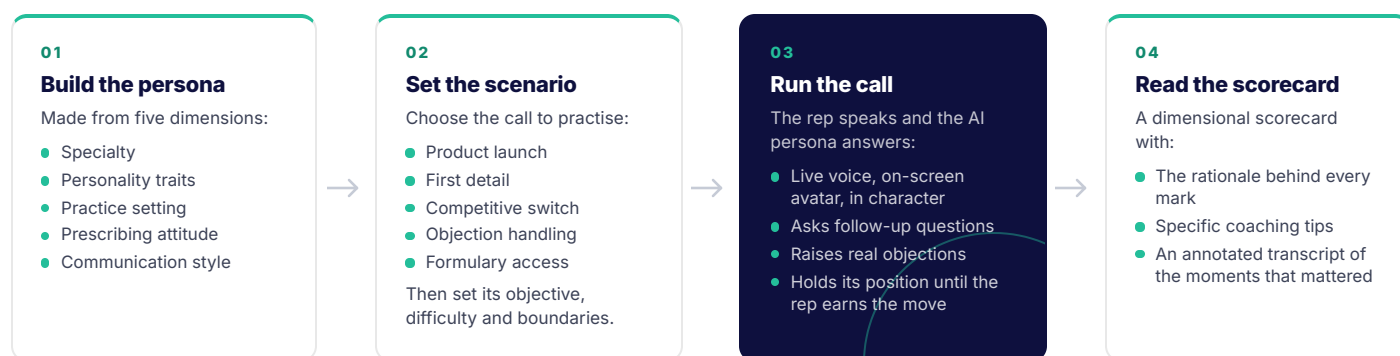
VELTIS AI COACH

The launch message should fail here, not in the field.

Every pharma company agrees reps need practice before a launch. Delivering it at scale is the challenge. Veltis AI Coach turns realistic, difficult HCP conversations into a clear view of how field readiness is improving, where coaching should focus, and which messages create the greatest challenges.

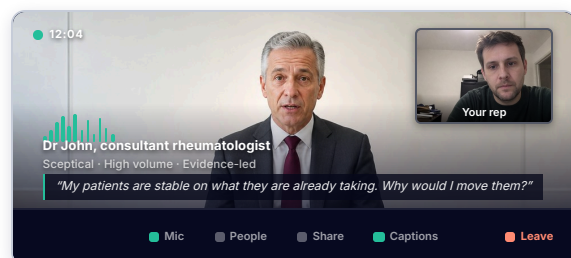
THE PRACTICE LOOP

Repeatable, at field-force scale



Run it again with a different objection or harder persona, until it lands

Repeat



STEP 03, AS THE REP SEES IT

A spoken video call, not a chat window.

- The persona answers aloud and in character, for the length of a real call slot
- The rep joins with their own tile, microphone and call controls
- Captions on demand, and the transcript carries into the scored debrief

Interface illustration. The people shown are AI-generated and depict no real individual. The objection is an example.

WHAT GETS SCORED

10 call dimensions · benchmarked against the team



| Company benchmark

Bar colour shows the band, keyed below

Illustrative scorecard showing layout only, not a client result.

THE BANDS

Same scale on every dimension, aligned to your internal competency framework



Managers cannot cover everyone

A first-line manager carries eight to twelve reps and gets only a handful of field rides with each per year. Deep skills coaching is squeezed into the drive between calls.

The first real call is with a customer

For most launches, the first time a rep delivers the new message to another person, that person is a prescriber. The rehearsal happens on the customer.

Training needs repetition

Skills taught at a cycle meeting fade within weeks without structured repetition. Knowing a message differs from delivering it under objection.

WHAT VELTIS AI COACH REVEALS

Three views, from the same scored practice

01

Readiness Improvement

Measure individual and team readiness as reps practice over time, using matched scenarios and the same ten dimensions.

02

Coaching Priorities

Identify competency gaps so managers know where to focus their coaching.

03

Messaging Insights

Identify messages and objections that create difficulty across simulated HCP conversations.

WHAT YOU GET

One system, two jobs

FOR THE REP

- **Unlimited attempts** at the conversation that worries them, with no cost to a real relationship
- **A scorecard in seconds** covering ten dimensions with reasoning for each mark
- **Named coaching tips** and an annotated transcript showing the exact moment it turned
- **A coach that remembers** earlier sessions, picking up where the last one ended and setting the next scenario

FOR THE MANAGER & L&D

- **Team readiness at a glance**, showing the team's strengths and gaps
- **Dimension-level detail per rep**, so coaching time goes to the real weakness
- **New product launch readiness gaps** identified: see how the launch message actually performs under objection, and sharpen it before the field ever uses it
- **A shared scenario library** customised per brand, therapy area and call type

INSIDE A SESSION

A call, not a quiz

Spoken, not typed

The rep talks and the AI persona answers aloud in real time, so delivery, pacing and hesitation are part of what gets practised.

Timed like a real call

Sessions match a rep's actual time slot, with a warning before time runs out.

Approved materials to hand

Visual aids and reprints sit in a tray for the rep to open mid-call. Their use forms part of the score.

A difficulty dial

Receptive, neutral or genuinely hard. Raise it as the rep improves, rather than replaying the same easy win.

SCENARIO TYPES OUT OF THE BOX

First detail

Product launch

Objection handling

Competitive switch

Formulary access

Time management

Call close

+ your own

Each has its own objective, boundaries and scoring emphasis. It can be cloned and reworded for your brand, therapy area and market.

PURPOSE-BUILT FOR PHARMA FIELD FORCES

Practice has to be safe as well as realistic

Compliance mode

Fair-balance prompting and a strict setting requiring acknowledgement of safety information before the conversation proceeds.

Scenario boundaries

Allowed and prohibited topics are enforced at runtime, and every session is transcribed for review.

Role lock

The persona holds its identity. It refuses and logs attempts to break character without leaving its role.

No CRM access required

The personas and scoring methodology are our own, so nothing has to be shared to begin. Anything you add stays private to your account, and no patient data is used.

START HERE

Ninety days to see it for yourself.

We build the personas around your product and the prescriber archetypes your reps call on, including the ones they struggle with most. Over 90 days, your reps practice the conversations that matter while you gain visibility into field readiness, coaching priorities and messaging insights.

Take the 90-Day Field Readiness Challenge

Schedule a 30-minute conversation to get started



Scan to email
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