

acoach **lite**

**The AI-Powered Coaching Platform
Designed for Small to Mid-Sized Pharma**



 **Microsoft**
Gold Partner

Smarter Coaching Powered by AI

In life sciences, coaching is one of the single biggest drivers of sales force performance. Done well, it accelerates onboarding, builds rep confidence, strengthens HCP engagement, drives sales, improves retention, and ensures compliance in highly regulated markets.

With aCoach, AI enhances this process—streamlining feedback, guiding managers with smarter actions, and ensuring consistency across teams—while keeping the coaching experience simple and intuitive.

Removes Common Pain Points:

- Unstructured coaching — no standardized approach across managers or regions, leading to confusion and uneven outcomes.
- Fragmented tools — reliance on Excel, Word, or CRM bolt-ons that don't deliver the structure or insight required.
- Outdated systems — legacy platforms that feel out-of-touch, slow, and ineffective, leaving managers disengaged.
- Inconsistent quality — coaching quality varies dramatically, even within the same business unit.
- Lack of visibility — with no central system to measure impact, managers adopt their own approaches, creating blind spots for leadership.
- Manager time pressure — leaders are stretched thin and often forced to deprioritise coaching, even when they know it's critical.
- Compliance risks — without FDA/EMA guardrails in place, organizations remain exposed to regulatory and reputational risk.



The Opportunity

Organizations that address these pain points stand to gain the greatest benefit from aCoach lite. By embedding structure, consistency, and AI directly into the coaching process, aCoach lite helps create engaged reps, improved HCP interactions, measurable ROI, and peace of mind for leadership — all delivered through a platform that is accessible, fast to deploy, and easy to adopt.

Why aCoach lite Matters

aCoach lite enables a more structured, AI-supported coaching process that delivers instant measurable improvements in field performance. It removes variability across managers, provides visibility, and ensures compliance — while empowering reps to take ownership of their growth.

Key Benefits Include:

- Accelerates skill development — AI enhanced Actions help reps apply knowledge faster and become field-ready sooner.
- Improves HCP engagement — coaching strengthens clarity, confidence, and customer focus, resulting in more impactful conversations.
- Drives sales uplift — by improving consistency and execution in the field.
- Pulls through value from training — ensuring learning investments translate into measurable skills growth.
- Identifies and addresses skill gaps — highlighting the areas that need support before they impact results.
- Provides actionable feedback — every session generates clear, AI-guided actions that reps can use immediately.
- Streamlines coaching delivery — saving managers 30–40 minutes per session by reducing admin and preparation.
- Ensures every rep has a coaching plan — aligned to business and personal goals.
- Builds a rhythm of coaching — creating consistent conversations across managers, regions, and teams.
- Raises morale and motivation — turning disengaged or mid-performing reps into confident, capable field contributors.



With aCoach lite, organizations see measurable improvements in sales performance, HCP engagement, rep confidence, retention, and compliance — delivered through a platform that is simple, practical, and fast to adopt.



Proven with Global Pharma Built on Microsoft Azure



For over 20 years, Atomus has been trusted by some of the world's largest pharmaceutical and biotech organizations to deliver secure, scalable coaching platforms. As a Microsoft Gold Partner, our solutions are hosted on Microsoft Azure, ensuring enterprise-level security, compliance, and global reliability.

With aCoach lite, we bring this proven expertise to small and mid-sized pharma, biotech, and medtech organizations — as well as business units inside global enterprises that want measurable results without a lengthy implementation.

What Sets aCoach lite Apart:

- **Proven Pedigree:** backed by two decades of global pharma experience, aCoach lite combines enterprise heritage with a focus on the needs of smaller teams.
- **Enterprise-Grade Security:** hosted on Microsoft Azure and managed under ISO 27001 certification, ensuring the highest levels of data protection.
- **Designed for Scalability:** start right-sized with lite, add features as your requirements grow, and expand seamlessly into full Enterprise capability.
- **Fast, Simple Deployment:** go live in weeks, not months, with minimal disruption to your field teams.
- **Focused Functionality:** delivers the essential AI-powered coaching tools managers and reps need most, without unnecessary complexity.
- **Global Expertise, Local Impact:** a platform proven to scale across geographies and business units, while still being accessible and practical for smaller teams.

The outcome: a platform with the reliability of enterprise systems and the agility of a lightweight solution, giving leaders confidence today and a clear path to growth tomorrow.



Return on Investment in Less than 6 Months

Every investment in pharma and biotech is measured against business outcomes. With aCoach lite, ROI is clear, measurable, and proven with some of the world's largest pharmaceutical companies.

- Accelerated Skill Development**
 AI-enhanced actions and structured feedback close the training pull-through gap sooner, giving reps the confidence to engage HCPs faster.
- Sales Uplift**
 1–2 additional scripts per rep per month = \$600K–1.2M annually (20-rep team).
- Training Pull-Through**
 Ensures that investments in training translate into measurable performance improvements in the field.
- Manager Efficiency**
 AI reduces coaching preparation and documentation by 30–40 minutes per session. Across teams, this creates hundreds of hours of freed capacity annually for higher-value field activities.
- Compliance Peace of Mind**
 FDA/EMA guardrails are built into every interaction, flagging risky language and helping protect organizations from reputational and financial damage.
- Faster Onboarding**
 Shorten ramp times by 2–3 months, adding productivity in the first year.
- Improved Retention**
 Engaged, supported reps stay longer. Preventing just 1–2 departures saves significant costs annually in recruitment, training, and lost opportunity.

Individually powerful, collectively these improvements deliver measurable ROI in under six months.

ROI Examples:

50 Users (45 reps + 5 managers) = \$2.5–4.5M per annum*

100 Users (90 reps + 10 managers) = \$5–9M per annum*

*Calculated with the aCoach ROI Calculator with industry standard figures and mid to high value scripts



aCoach Features

Feature	Lite	Lite Plus	Enterprise
Client-Branded, Easy-to-Use Interface	✓	✓	✓
SSO, Roster & Outlook/Teams Integration	✓	✓	✓
Skills Evaluation & Coaching Model Alignment	✓	✓	✓
Client Content – Competencies, Skills, Rubrics etc	✓	✓	✓
Electronic Field Coaching Reports (eFCRs) / Coaching Plans (CPs)	✓	✓	✓
AI-Enhanced SMART Actions	✓	✓	✓
AI-Enhanced Coaching Session Feedback (Aligned with Coaching Framework, e.g. GROW)	✓	✓	✓
FDA/EMA Compliance Monitoring	✓	✓	✓
Team Reporting Suite	✓	✓	✓
Embedded Training Materials	✓	✓	✓
Offline Functionality	✓	✓	✓
Entry-level LMS/LXP Integration (Training Resource Links)	✓		
LMS/LXP Integration (Updates, Status & Progress, Ratings)		✓	✓
Role / Business Unit Specific Templates		✓	✓
Advanced AI Functionality (Pre-Coaching Insights & AI Coaching Assistant)		✓	✓
KPI Dashboards & Analytics		✓	✓
Certifications & Role Play			✓
CRM Integration (Veeva, Salesforce, etc.)			✓
Co-Coaching (Multi-Coaches for Teams and Individuals)			✓
Tailored KPI Dashboards & Analysis			✓
Multi-Language & Regional Compliance			✓
Custom Features & Modules			✓
Multiple Azure Instances (Regional Hosting & Data Residency)			✓

Getting Started with aCoach lite

Whether you're introducing your first coaching system or upgrading from an existing platform, aCoach lite makes it simple. It delivers the essentials of AI-powered coaching without the complexity, giving you enterprise-grade capability at an entry-level cost.

Simple to Deploy

Unlike traditional enterprise systems that can take months to configure, aCoach lite can be live in just a few weeks. Our team works alongside you to set up the essentials, align the platform with your coaching framework, and onboard managers and reps. Because aCoach lite focuses on what matters most, adoption is quick, intuitive, and sustainable.

Accessible for Any Organization

For smaller companies, aCoach lite provides a professional coaching platform that drives structure, consistency, and compliance. For larger organizations, it offers an ideal way to pilot AI coaching in one region, therapeutic area, or business unit before scaling enterprise-wide. In both cases, it gives leaders confidence they are investing in the right foundation.

Ready to Deliver Impact

From day one, managers and reps feel the difference. Managers gain AI guidance that saves time and improves consistency, while reps take ownership of coaching plans and receive clearer, more actionable feedback. Leaders benefit from visibility into skills growth, onboarding progress, and compliance — ensuring the coaching process directly supports both performance and HCP engagement.

A Path to Scale

When you're ready to go further, aCoach lite offers a clear upgrade path to aCoach Enterprise. This unlocks advanced analytics, CRM integration, and customizable modules, making it easy to scale across geographies, brands, or large field forces. Start with lite, and expand confidently when the time is right.

Contact Atomus

Tell us about your priorities and pain points—and we'll show you how aCoach Lite with AI can transform your Field Force coaching in a matter of weeks

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