CERTARA

BaseCase **Interactive**

The complete value communication platform for diagnostic HEOR/market access

KAM ENABLEMENT

Acute lymphoblastic leukemia is a malignant neoplasm that is diagnosed in nearly 4,000 people each year in t

Leukemic lymphoblasts have exaggerated and **uncontrolled growth**, fail to mount a normal immune response, and cause a drop in production of normal bone marrow cells that **leads to a deficiency** of:

- circulating red cells
- platelets
- white cells
  (other than lymphocytes)

📄 **Download Study PDF**

EDITING

Toolbox

	Bar Chart	An interactive bar chart
	Scatter Plot	An interactive scatter plot
	Text	Text value input
	Text Area	A multi-line rich text area
	Number	Numeric value input
	Hot Spot	Active area placeholder
	Sticky note	A multi-line rich text area
	Searchable List	Picking one value from a list
	World Map	An interactive World map

Title (Textarea)

Top	43
Left	74
Right	auto
Bottom	auto

960 × 265

CONTENT CREATION

NO CODE

Create data-driven, interactive mobile apps **without programming** and dramatically reduce your workload and costs.

FAST

Get to market faster with integrated **content creation** and **distribution** on a single platform.

FLEXIBLE

Easily update mobile apps or adapt them for specific markets and **streamline collaboration** with your worldwide affiliates.

COMPLIANT

Accelerate your **legal approval/validation** process and release compliant mobile apps without undue delay.
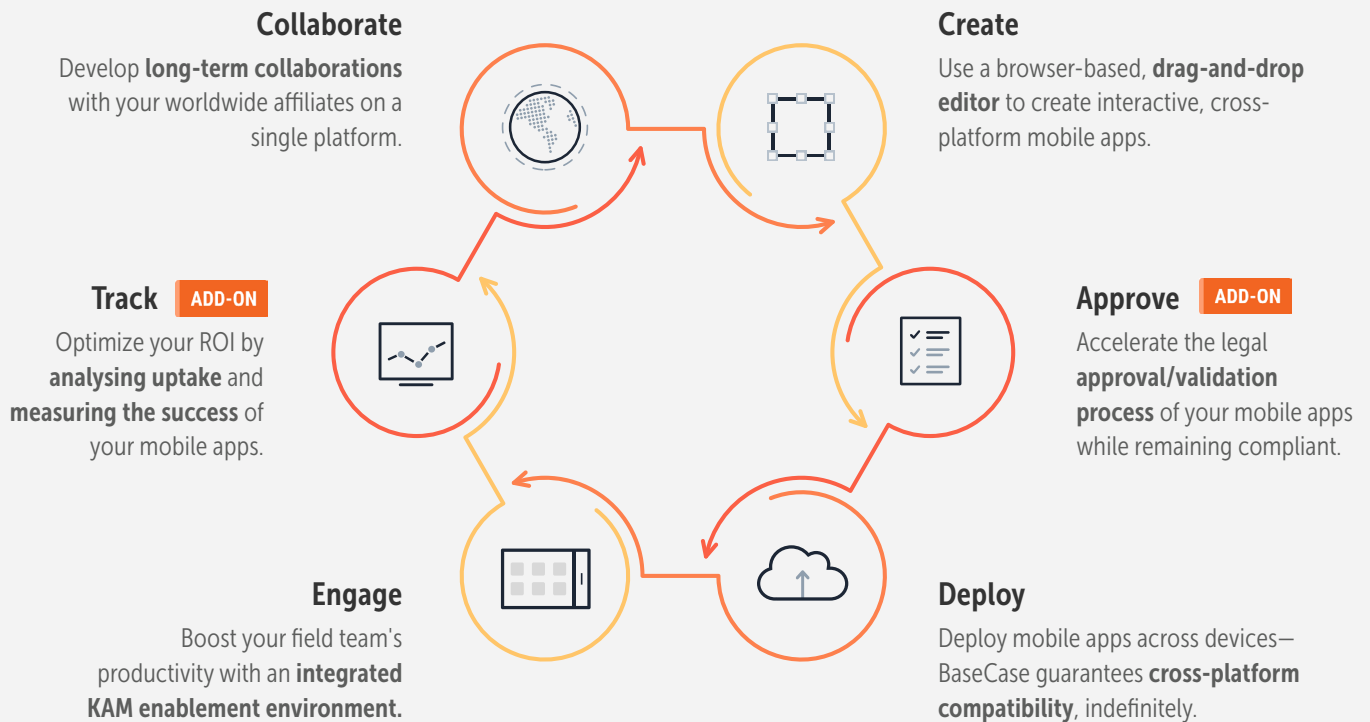
BASECASE

Perform live calculations using integrated spreadsheets and visualize large, complex data

Engage payers, providers and HCPs with interactive, data-driven mobile apps, tailored to their setting.

Perform live calculations and present personalized ROI, budget impact, or business case analyses.
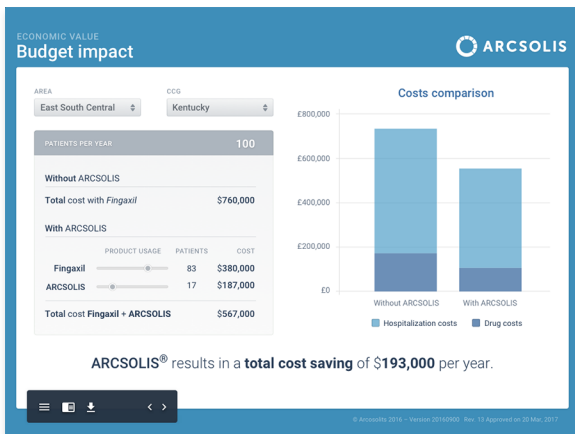

Manage the entire lifecycle of your mobile apps

Collaborate
Develop **long-term collaborations** with your worldwide affiliates on a single platform.

Create
Use a browser-based, **drag-and-drop editor** to create interactive, cross-platform mobile apps.

Track   ADD-ON
Optimize your ROI by **analysing uptake** and **measuring the success** of your mobile apps.

Approve   ADD-ON
Accelerate the legal **approval/validation process** of your mobile apps while remaining compliant.

Engage
Boost your field team's productivity with an **integrated KAM enablement environment.**

Deploy
Deploy mobile apps across devices—BaseCase guarantees **cross-platform compatibility**, indefinitely.

All-in-one value communication platform for HEOR/market access

All the tools that diagnostic HEOR/market access teams need, together on a single platform

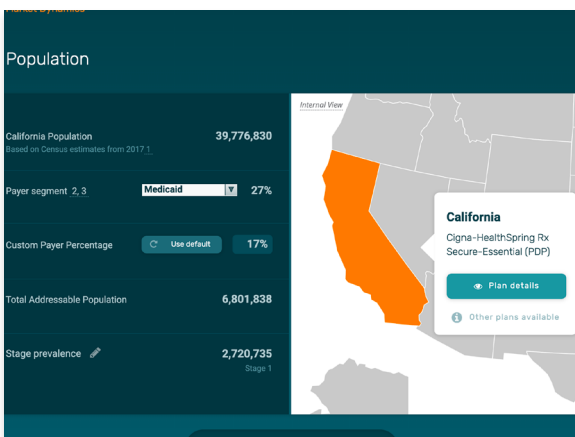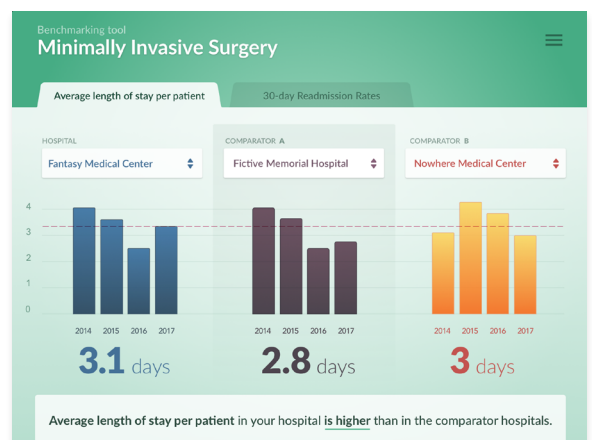## Value communication tools and calculators

Create engaging value communication tools, and interactive calculators. Perform live calculations and present tailored budget impact or business case analyses.

- Budget impact models
- Cost-offset models
- Cost-effectiveness models
- Risk calculators
- Treatment cost calculators
- Contracting calculators

Real-world data visualizations

Create powerful data visualizations based on real-world data. Highlight potential savings, unmet needs, or inefficiencies in the healthcare systems of your customers.

- Real-world data dashboards
- Hospital benchmarking tools
- Interactive evidence repositories
- Account planning tools
- Value story presentations

Payor communication tools

Create compelling payor communication tools that communicate the case for coverage. Design account-specific tactics to drive positive coverage, documents that highlight the test's impact on treatment, and publication plans to address evidence gaps hindering coverage.

- Payor data binders
- AMCP dossiers
- Payor profiling database
- Payor coverage presentations

Toolkits

Create versatile toolkits containing assets and resources for your field teams. Deploy branded toolkits containing HD videos, case studies, clinical trial reports, prescribing information, objection handlers, FAQs, and more.
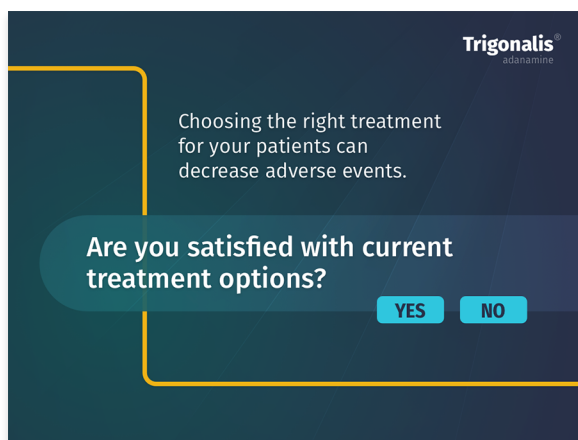
- KAM toolkits
- Full text study libraries
- iGVDs
- Clinical trial reports
- Document repositories
- KAM training toolkits

Contracting

Walk payers through interactive, multi-step contracting tools, calculate savings, and visualize outcomes while maintaining your margins.

- Outcomes-based contracting tools
- Portfolio purchase agreement tools
- Payment term arrangements tools
- Cost variability capitation tools

Data capture `ADD-ON`

Seamlessly capture data during payer engagements and track user input to provide marketing feedback, create customer profiles and record preferences.

- Customer intelligence
- Pre-launch engagement
- Customer profiling
- Stakeholder feedback

Why choose BaseCase

With our suite of products, life science companies **engage more effectively** with healthcare payers, providers, and professionals through the use of personalized, interactive mobile tools.

By uniquely combining 'no-code' **content creation** and **distribution** on a single platform, BaseCase is revolutionizing how global organizations make and use mobile apps.