

BaseCase Interactive

The complete value communication platform for market access

KAM ENABLEMENT

The screenshot displays a mobile app interface on the left and a content creation toolbox on the right. The mobile app preview shows a slide titled "Acute lymphoblastic leukemia is a malignant neoplasm that is diagnosed in nearly 4,000 people each year in t" with a sub-header "EDITING". The slide content includes: "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:**" followed by a bulleted list: "circulating red cells", "platelets", and "white cells (other than lymphocytes)". A "Download Study PDF" button is at the bottom. The toolbox on the right lists various interactive elements: Bar Chart, Scatter Plot, Text, Text Area, Number, Hot Spot, Sticky note, Searchable List, and World Map. Below the toolbox, a "Title (Textarea)" section shows a text input field with "43" and a dimension editor with values "74", "auto", "auto", and "960 x 265".

CONTENT CREATION

NO CODE

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

FLEXIBLE

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

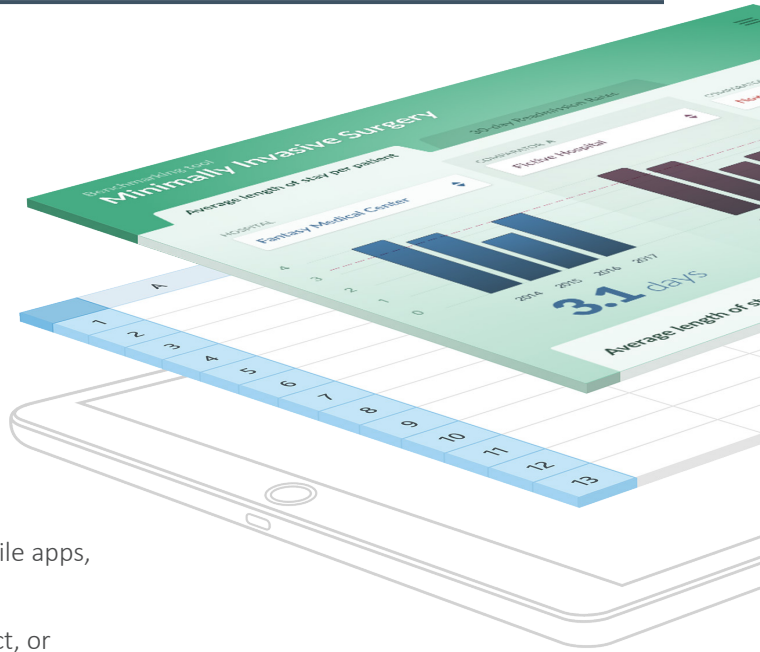
FAST

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

COMPLIANT

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

BASECASE

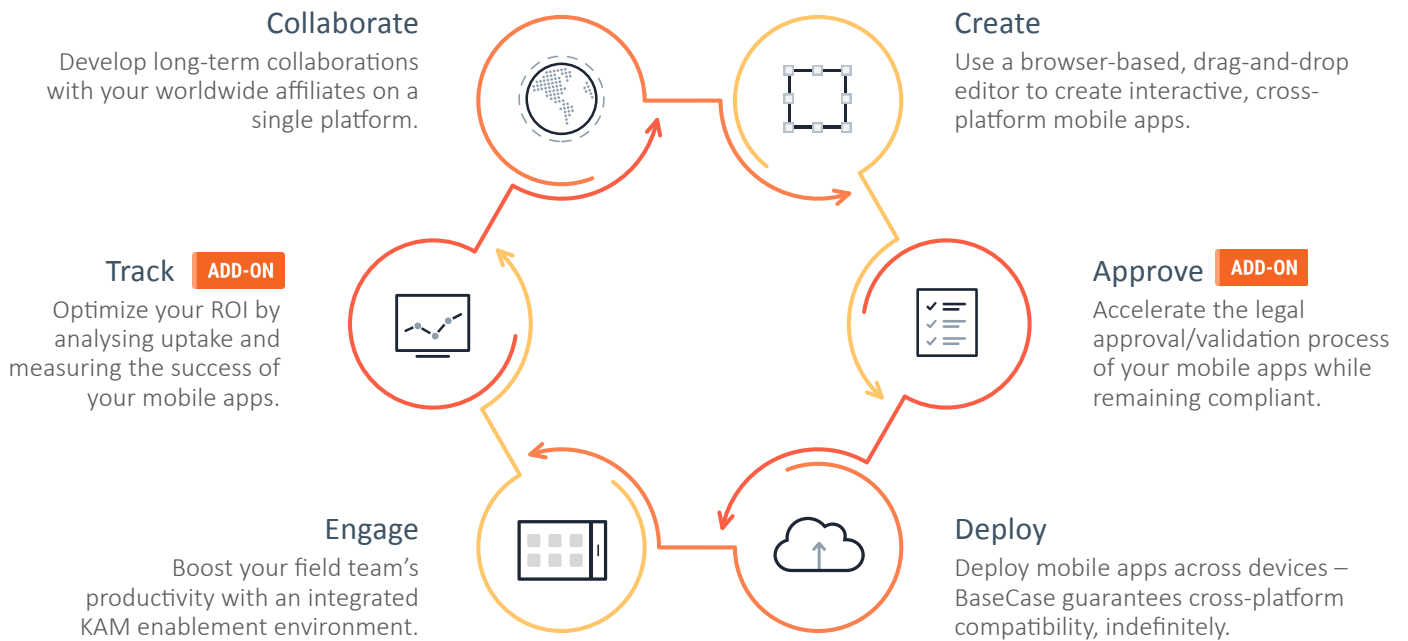


Perform live calculations using integrated spreadsheets and visualize large, complex data

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

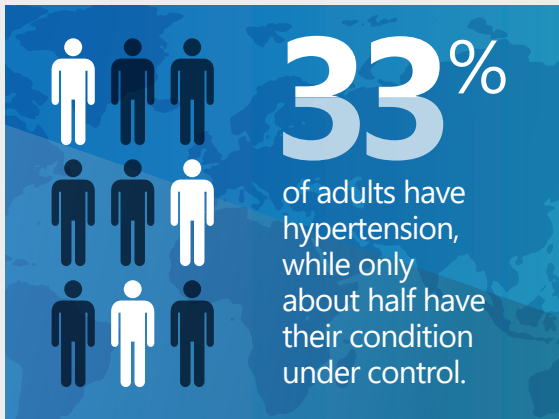
Perform live calculations and present personalized ROI, budget impact, or business case analyses.

Manage the entire lifecycle of your mobile apps



ALL-IN-ONE VALUE COMMUNICATION PLATFORM FOR HEOR/MARKET ACCESS

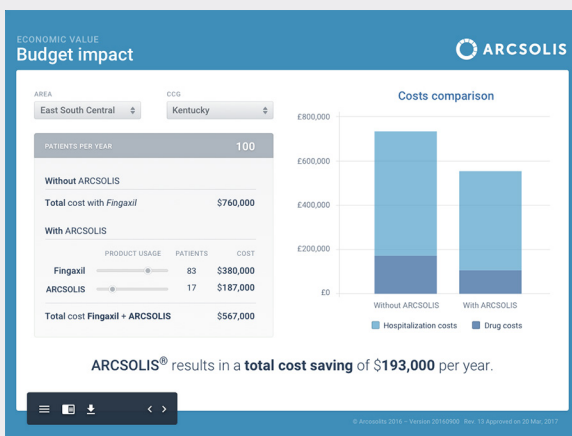
All the tools that HEOR/market access teams need, together on a single platform



Value Communication Story & Modeling

We specialize in scientific value story development and policy/payer engagement. Our team has unparalleled expertise to design relevant and impactful evidence-based communications for optimal market access of your product. Tap into the expertise and insights of 850 leading market access specialists, HEOR specialists, scientists, and medical affairs subject matter experts who are committed to finding the right answers and increasing the probability of your success.

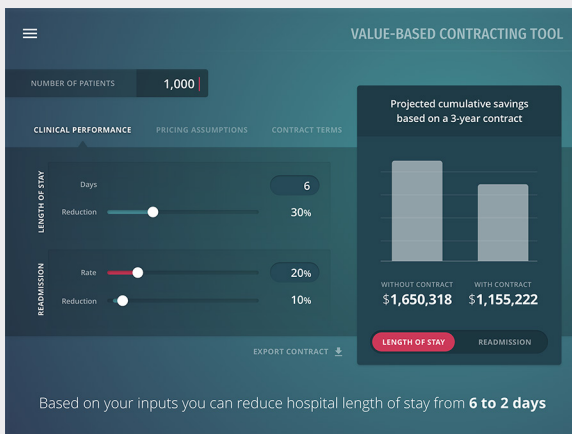
- Unmet Need
- Clinical Profiles & Value
- Patient Profiles
- Real World Evidence
- Comparative Clinical Effectiveness
- Budget Optimization
- Disease Burden & Epidemiology
- Market Dynamics
- Economic And Humanistic Value
- Cost-effectiveness
- Competitive Rationalization



Value Communication Tools, Calculators, & MEA Simulators

Create engaging tools and calculators that enable field teams to perform live calculations, and present tailored budget impact or business case analyses.

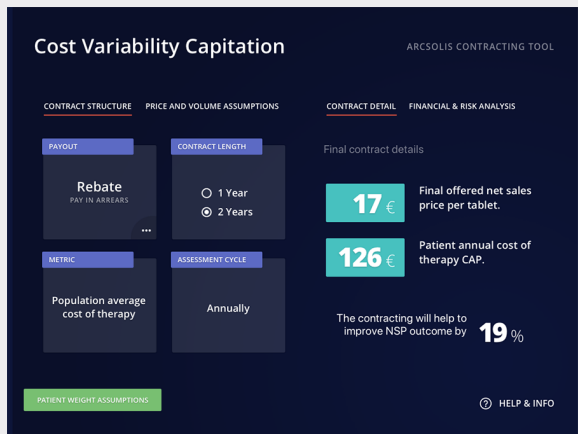
- Budget Impact Models
- Cost-offset Models
- Cost-effectiveness Models
- Risk Calculators
- Contracting Calculators
- Capitation Based Calculators
- Treatment Cost Calculators
- Outcomes Guarantee Calculators



Contracting Tools

Deliver the value, cost, coverage, and access for product/s tailored for your HCP's patients with practice specific messaging for better informed clinical decisions. The right therapy, for the right patient, and the right time.

- HCP Level Payer Data
- Multi-product HCP Tailored Access Messaging
- Integrated Market Access & Sales / Marketing Payer Campaign Tools & Tracking and CRM Integration
- Practice Level Patient out-of-pocket cost calculators for your product vs competitor
- Email, PDF Download, Print Capabilities
- Data Source Agnostic



Payer Pull Through Tools

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- Multi-product HCP Tailored Access Messaging
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- Email, PDF Download, Print Capabilities
- Data Source Agnostic



Database Tools

Make large databases accessible to non-technical users, increase the scope of how data can be used during payer engagements, and enable field teams to quickly find what they need.

- Meta-analyses tools
- Literature database search
- Catalogue tools
- Procedure analysis tools

EPIDEMIOLOGY | DISEASE BACKGROUND | CURRENT TREATMENT PATHWAY | CLINICAL VALUE | TARGET POPULATION

The main goals of current treatments are to prevent circulatory instability and stroke.

Usign Plantostent[®] increases overall survival by 5 years.

Plantostent is a highly effective cardiac stent that is placed in the Superior vena cava to restore normal sinus rhythm.

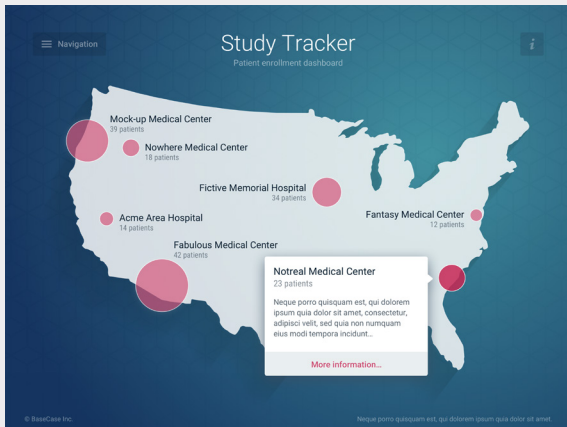
Treatment with Plantostent results in a decrease in heart rate, restoring normal heart rate in 50% of patients within 20 weeks.

Plantostent is recommended for the use in younger patients because years of drug therapy can be avoided.

eDetailing Aids

Convert existing sales and marketing content into user-friendly, interactive presentations complete with navigation, pop-ups, references, embedded files, and more.

- Interactive Slide Decks
- Interactive Visual Aids
- Objection Handling Tools
- Value Story Presentations
- Conference Registration



Product Information

Bring external and patient-derived data into the clinical decision-making process in real time. Dramatically accelerate provider understanding by increasing the availability and timeliness of information to augment clinical decision-making based on improved access to medical information at point-of-care.

- Patient Education
- Medical Letters
- Study Summaries

Trigonalis[®]
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Choosing the right treatment for your patients can decrease adverse events.

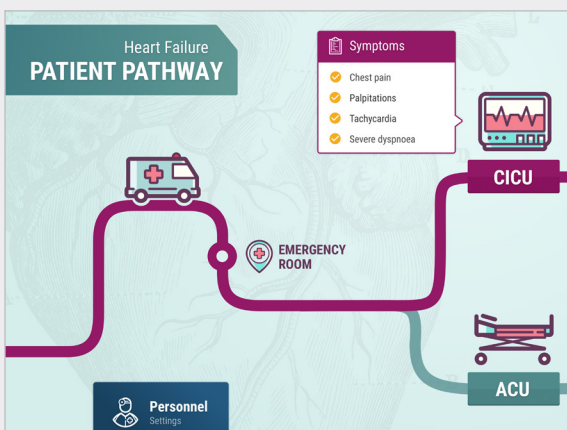
Are you satisfied with current treatment options?

YES **NO**

Cross-sectional Customer Collaboration, Profiling, Surveys, & Insight Collection

Seamlessly capture intelligence and feedback during engagements to better understand your audience, your teams, and your market. Map the market landscape by using interactive surveys, both internally and externally, and identify unmet needs and priorities.

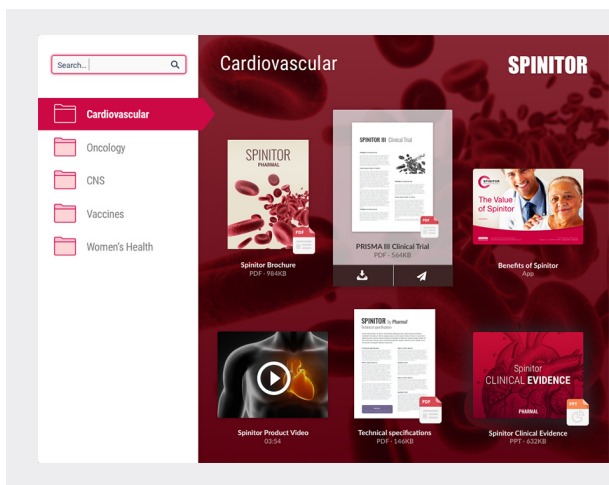
- HCP Panels:
 - Attitudes / Behaviors
 - Drivers / Barriers
 - Unmet Needs
 - Use Of Quality Care Metrics
 - Treatment Patterns
- Pre-launch Engagement
- Market Research
- Marketing Feedback
- Payers And Key Influencers:
 - Access Landscape
 - Drivers / Restrictions
 - Unmet Needs
- Patient / Caregiver / Consumer Panels



HCP Educational Tools

Pull in payers and KOLs/HCPs with relevant, educational materials. Over 70% of U.S. physicians believe it's crucial for pharma companies to provide scientific, educational resources to establish trust. Information rooted in data doesn't need to be dull. Your education materials can be enhanced with visual components that increase comprehension and engagement.

- Treatment Pathways
- HCP Procedures
- Epidemiology
- Disease States
- HCP Guidelines

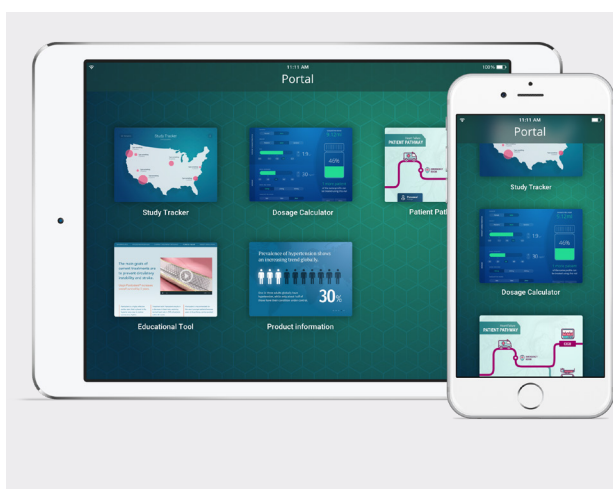


Toolkits – Multimedia

Create versatile toolkits containing assets and resources for your teams. Deploy branded toolkits containing HD videos, case studies, clinical trial reports, prescribing information, objection handlers, FAQs, and more.

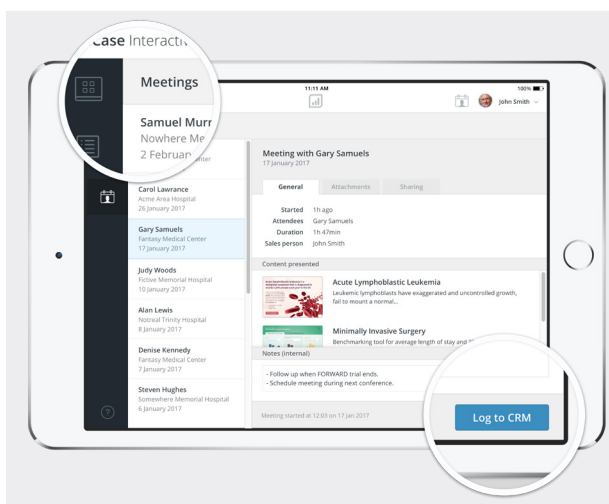
Toolkits lets you find what you need, fast. Easily browse content using an intuitive icon-based hierarchy, or use the full-text and category-based search options instead. The look and feel of each toolkit can be customized to provide a consistent brand experience, and administration is simple, as complete toolkits can be shared in a single action.

Deploy versatile toolkits and document repositories – containing videos, clinical trial reports, objection handlers, and more – that enable field reps to quickly access important information.



Portal – Multimedia

Provide Rapid Access to fully-compliant mobile apps for payers, providers, and HCPs while creating an omnichannel consistent brand experience. All apps can be accessed – online or offline – via iPad or iPhone, following a user-friendly enrollment process. BaseCase Portal can also be customized to reflect your corporate identity, presenting users with a consistent brand experience.



CRM Integration

Track field team engagements and increase their productivity. Integrate BaseCase with your CRM for a seamless sales experience. The greater the volume of customer data that companies can effectively process, the more targeted and strategic they can be in communications.

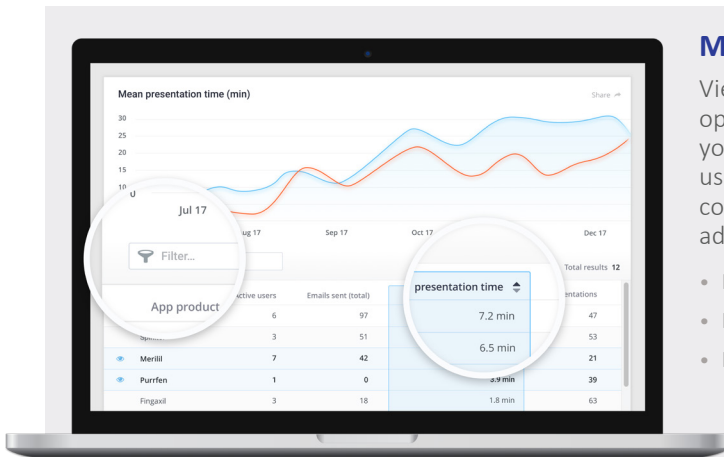
- Veeva
- Salesforce
- Custom Integration



Dashboards, Planning, Profiling, Roll-ups, and Benchmarking

Align and Boost the efficiency and productivity of your teams. Standardize and automate processes to drive success. Ignite real-time teamwork and empower teams with live data. Building strategic plans to improve value-driven relationships with your key customers that can help in long-term development and retention, thereby maximizing the revenue potential.

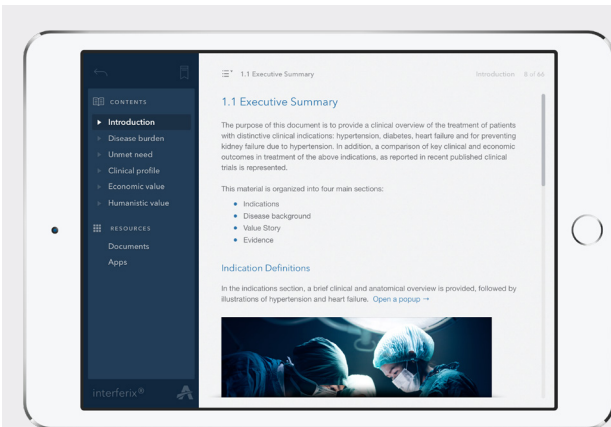
- Real-world Data Dashboards
- Hospital & Account Benchmarking Tools
- Territory Account Planning & Profiling Tools
- Payer, IDN, Hospital, GPO, Practice, and KOL Customer Insights and Roll Ups
- Contract Data Roll Ups (from Regional to National to Global Levels)
- Market Access Coverage Maps and Data Roll Ups
- Forecasting Tools



Measuring Data Utilization & Stakeholder Impact

View real-time global analytics for your content. Quantify success, optimize your ROI and create global synergies. Discover who uses your content, when, where, and how – to increase visibility. Monitor usage data and identify issues to increase uptake when launching new content, and visibly demonstrate the value of your content to foster adoption and replicate success across markets.

- Page-by-page Content Utilization
- Heat Map User Interactions By Page
- Interactive Timeline Analyses
- Informed Content Updates & Detailed Usage Data



Internal Collaboration & Communication Tools

Streamline your organization's internal communications, improve collaboration between business units and worldwide affiliates, and develop efficient synergies improves how a company markets its products and interacts with the customer.

- Global Market Access Progress and Coordination
- Affiliate / Brand Training
- Interactive Evidence Repositories
- Event Registration
- Internal Surveys
- Payer & HTA Trackers
- Study Trackers
- IGVDs

The logo for BASECASE, featuring a square icon with a stylized bar chart inside, followed by the word "BASECASE" in a bold, black, sans-serif font.

Why choose BaseCase

With our suite of products, pharmaceutical and medtech 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.

About Certara

At Certara, we accelerate medicines to patients, partnering with life science innovators. Together we advance modern drug development with biosimulation, regulatory science, and market access solutions.

For more information, visit www.certara.com.