

BaseCase Interactive

The complete value communication platform for medical affairs

STAKEHOLDER ENGAGEMENT



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.

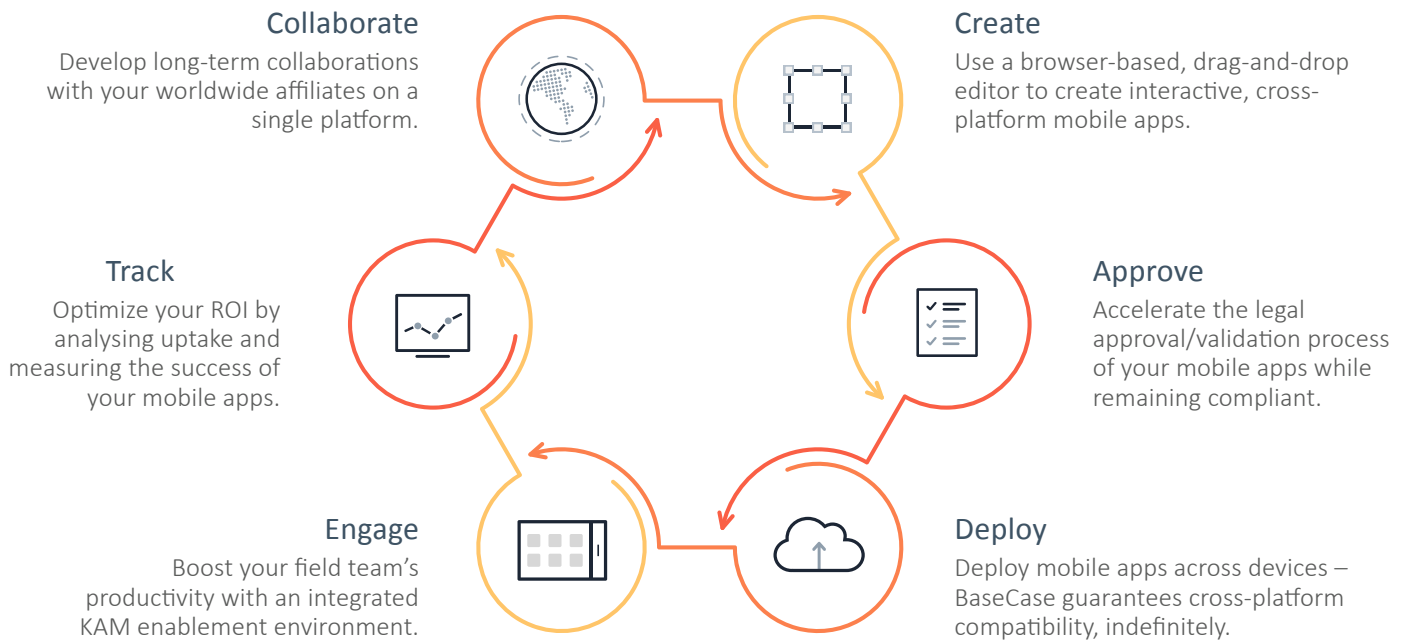
BASECASE

Visualize large, complex data

Engage stakeholders with interactive, data-driven mobile apps, tailored to their setting.

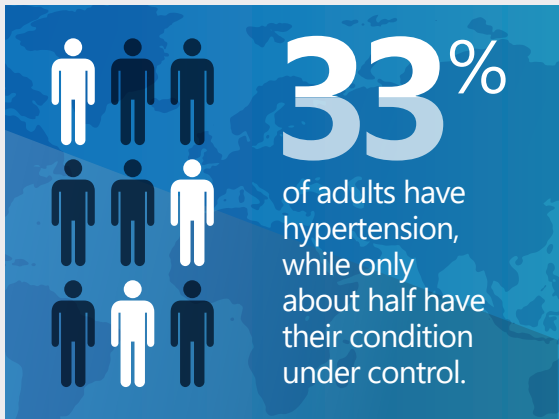


Manage the entire lifecycle of your mobile apps



ALL-IN-ONE VALUE COMMUNICATION PLATFORM FOR MEDICAL AFFAIRS

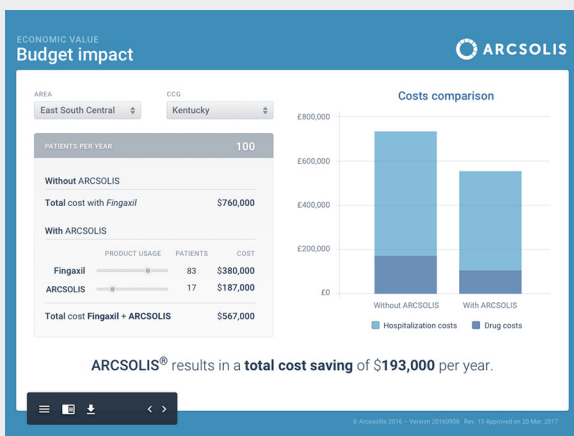
All the tools that medical affairs teams need, together on a single platform



HEOR Value Communication

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

- Clinical Profiles & Value
- Patient Profiles
- Comparative Clinical Effectiveness
- Economic & Humanistic Value
- Competitive Rationalization
- Budget Optimization
- Market Dynamics
- iGVDs & AMCP Dossiers



HEOR Tools, Calculators, and Simulators

HEOR is playing a critical role in helping to inform healthcare decision-makers faced with the need to select therapeutic interventions from multiple treatment options. The benefits and costs of these interventions can range dramatically, from economic, clinical, or both. Tailored and engaging HEOR tools, calculators, and simulators enable decision-makers, such as clinicians and payers, to adequately compare all available options.

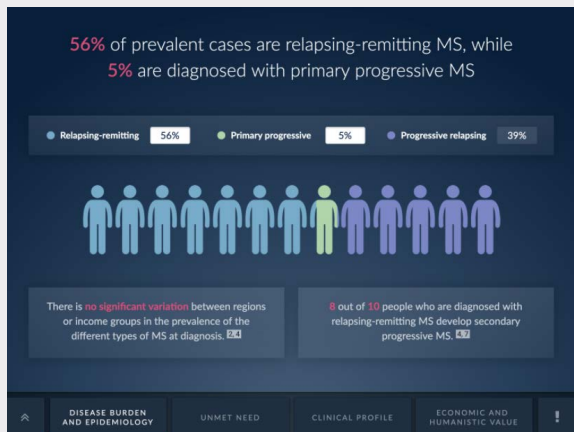
- Health Economic & Clinical Evaluation Calculators and Simulators
- Decision and Transmission Modeling & Simulations
- Health Technology & Health Impact Tools
- Regulatory Impact Analysis Tools



Scientific Congress & Symposiums

Engage your audience with dynamic and intuitive interactive presentations and publications. Effective congress presentations appeal to a wide range of audiences — those who work in your area of interest or in related fields, as well as potential funders, the media, and others who find your work interesting or useful. There are two major facets to a presentation: firstly, the content and, secondly, how it is presented. Using BaseCase, you can optimize your presentation to keep audiences engaged and invested in your research.

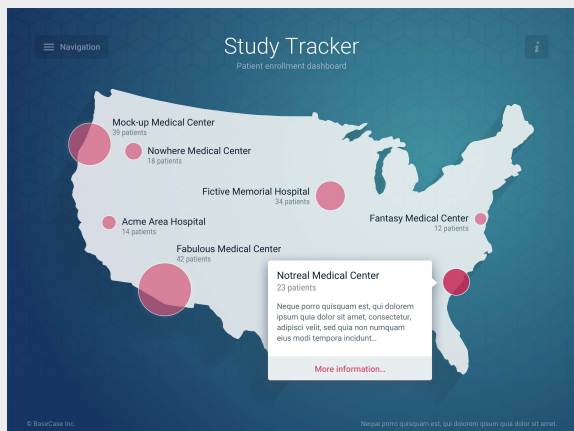
- Poster Presentations
- KOL Medical Speaker Slide Kits and Presentations
- Digital Interactive Congress Books
- QR Codes & Microsites
- Slide, Publication, and ePoster Libraries & Repositories
- Engagement Tracking & Analysis



Scientific Documents

Provide clinical tools that grow over time as the understanding of the product, patient, and provider experience grows. Identify the critical areas that have the potential to influence patients, healthcare professionals, and other stakeholders in order to focus and streamline brand strategy.

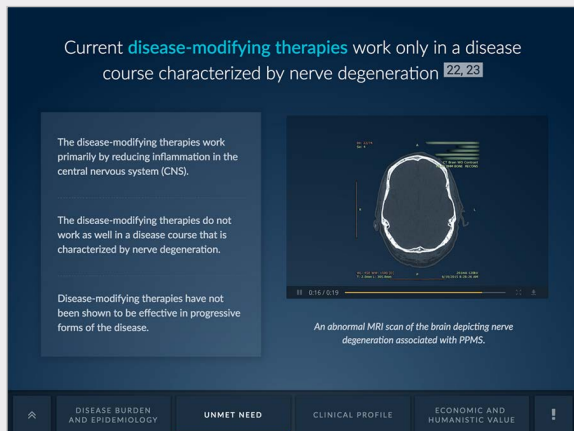
- Literature Reviews
- White Papers & Case Studies
- Quality Reviews
- Meta-analyses
- National/Global Value Dossiers
- Customer Journeys
- Centers of Excellence - Treatment Algorithms



Study/Research Related Publications

Increase the exposure of your key findings and cut the time it takes to get valuable therapies to patients by safely, securely, and quickly sharing your knowledge and research with the scientific community.

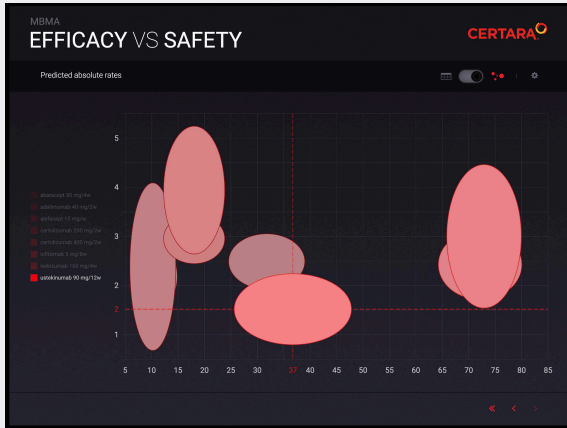
- Abstracts & Abstract Repositories
- Posters & Poster Repositories
- Medical Speaker & KOL Presentations
- Plain Language Patient Summaries



General Medical & Product Information

Increase product uptake and the engagement of key stakeholders with important medical information, support and guidance. All of which can be distributed directly to key stakeholders and customers, or presented to them by field-based teams.

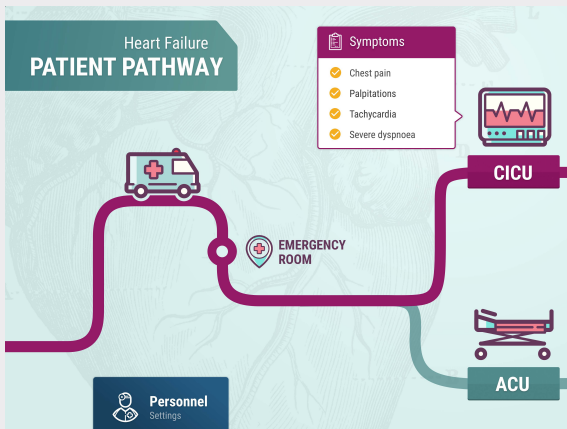
- Comprehensive Slide Decks
- Congress Presentations
- Advisory Board Presentations
- Standard Response Letters
- Patient Education
- MSL Slide Kits
- Infographics
- Document Repositories
- Product Launch/New Indication Dossiers
- Study Summaries
- KOL Medical Slide Kits



Database Tools

Enhance medical affairs engagements by making large databases accessible to non-technical users, allowing for more advanced data analysis to be performed live during meetings.

- Meta-analyses Tools
- Literature Database Search
- Catalogue Tools
- Procedure Analysis Tools



Medical & Clinical Education

Pull in regulators, patients, payers, KOLs, PAGs, and HCPs with relevant educational materials. Over 70% of U.S. physicians believe it's crucial for pharma and biotech companies to provide scientific, educational resources to establish trust. Using BaseCase, you can enhance resources with visual components that increase comprehension, engagement, and product usage.

- CME & CNE Programs
- Reims-related Patient Education
- Patient Engagement
- Document Repositories
- Disease States
- HCP Guidelines & Procedures
- Interactive Digital Medical Books
- Epidemiology
- Patient Lay Study Summaries
- PI Lay Patient Summaries
- Treatment Pathways

The screenshot shows a clinical decision support tool. On the left, "PATIENT CHARACTERISTICS" includes GENDER (Female/Male), GROUP (Pediatric/Adult/Geriatric), and BSA (1.9 m²). Below, "DOSEAGE" includes DOSE ORDERED (30 mg/m²), DOSE ON HAND (125mg, 250mg, 500mg), and AMOUNT ON HAND (5ml, 10ml, 20ml). On the right, it shows a "SUGGESTED DOSE" of 9.12ml and a vial icon with "46%". A note says "1 more patient of the same profile can be treated using this vial". "INFO" and "EMAIL" buttons are at the bottom.

Decision Support Tools

Clinical decision support tools provide clinicians, staff, patients, or other individuals with vital information to enhance health care treatment and management, and optimize decision-making in the clinical workflow.

- Complex Dosing Calculators
- HCP-Patient Diagnostic Assessments
- Clinical Trial Assessments
- Clinical Trial Patient Recruiting Assessments & Scripts
- Treatment Decision Tools
- Digital Companion Apps for Patients
- Condition-specific Order Sets
- Clinical Guidelines for Providers and Patients

eDetailing Aids

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

- Interactive Medical Slide Decks
- Interactive Clinical Visual Aids
- Objection Handlers
- Value Story Presentations
- Interactive Patient Pathways
- Clinical Trial Patient Recruitment Materials

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
- Medical Feedback
- Regulatory Payers And Key Influencers:
 - Access Landscape
 - Drivers / Restrictions
 - Unmet Needs
- Patient / Caregiver / Consumer Panels

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.

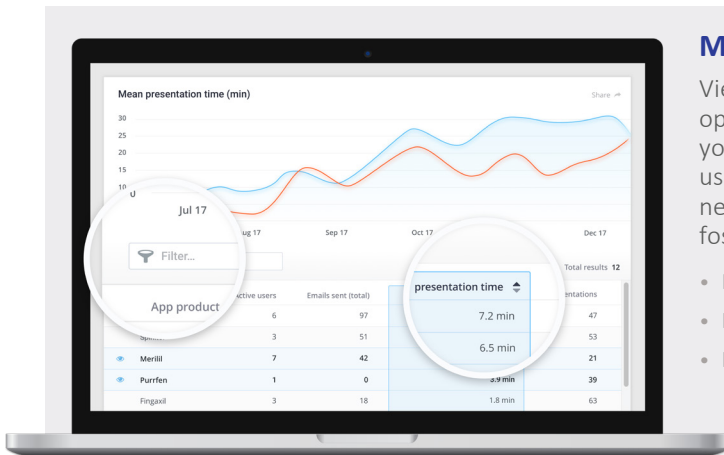
- Veeva
- Salesforce
- Custom Integration



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 up-to-date data. Build strategic plans to improve value-driven relationships with your key customers that can help in long-term development and retention, maximizing revenue potential.

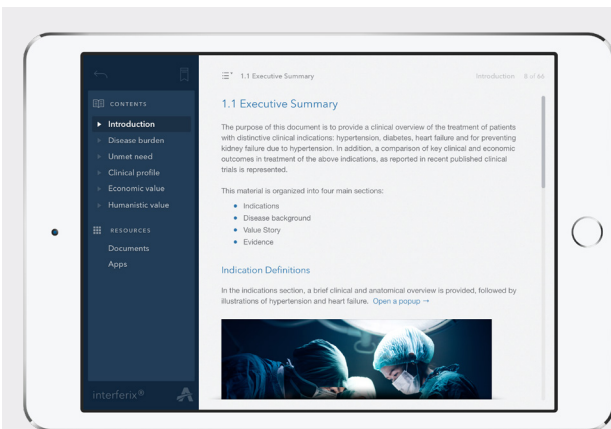
- Real-world Data Dashboards
- Hospital & Account Benchmarking Tools
- Territory Account Planning & Profiling Tools
- Payer, IDN, Hospital, GPO, Practice, and KOL Customer Insights & Roll Ups
- Contract Data Roll Ups (from Regional to National to Global Levels)
- Market Access Coverage Maps and Data 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. Develop efficient synergies that improve how your company markets its products and interacts with customers.

- Research Progress & Coordination
- Affiliate/Medical Training
- Interactive Evidence Repositories
- Congress & KOL Event Registration
- Internal Surveys
- Study/Research Trackers
- iGVDs
- Regulatory, PAG, Payer, and HTA Trackers

The logo for BASECASE, featuring a square icon with a stylized bar chart (three vertical bars of increasing height) in blue and orange. To the right of the icon, the word "BASECASE" is written 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.