

## BaseCase Interactive

The complete value communication platform for the MedTech industry

### SALES 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](#)

**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 cutting-edge, interactive mobile apps **without programming** and dramatically reduce your workload and costs.

#### FLEXIBLE

Easily update mobile content or adapt it 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.

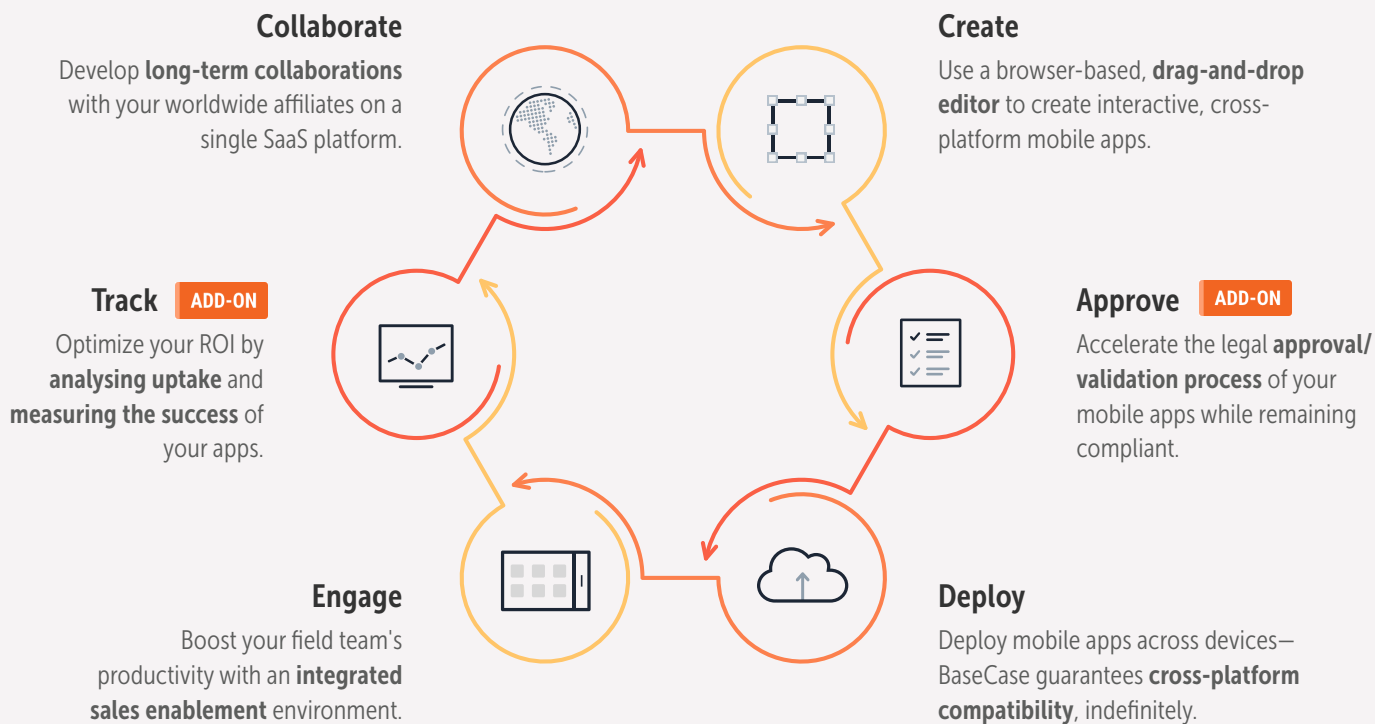
## Perform live calculations using integrated spreadsheets and visualize large, complex data

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.

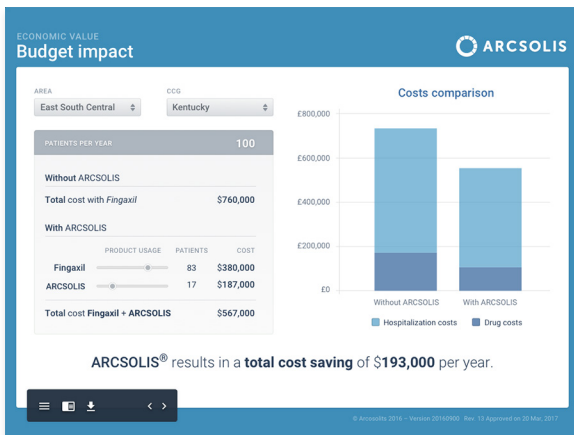


## Manage the entire lifecycle of your mobile apps



# All-in-one value communication platform for MedTech

All the tools that MedTech market access, medical, and commercial teams need, together on a single platform



## Value communication tools and calculators

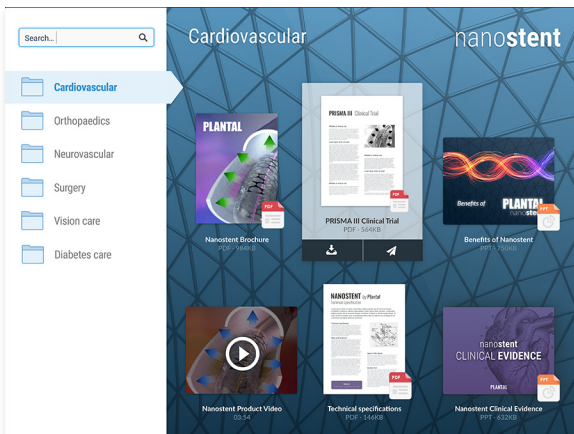
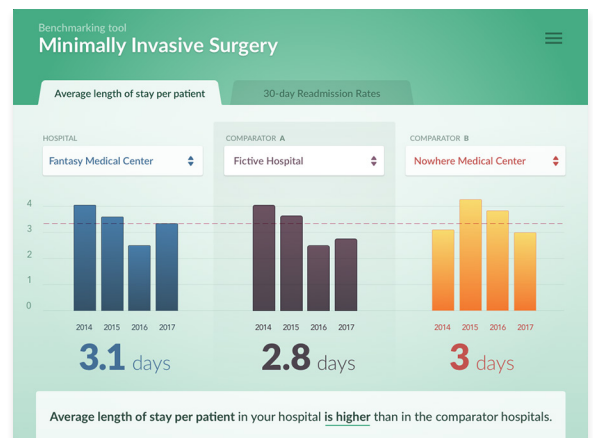
Create engaging value communication tools, and interactive calculators. Perform live calculations and present tailored budget impact or business case analyses.

- Budget impact analyses
- Return on investment analyses
- Total cost of ownership analyses
- Business case calculators
- Value selling tools
- Dosage calculators

## Data-driven presentations and visualizations

Create powerful data-driven presentations and data visualizations. Benchmark customers against their peers, calculate savings based on claims/DRG data, or highlight a portfolio's savings potential.

- Procedure analyses
- Account planning tools
- Hospital benchmarking tools
- Portfolio impact analyses



## Toolkits

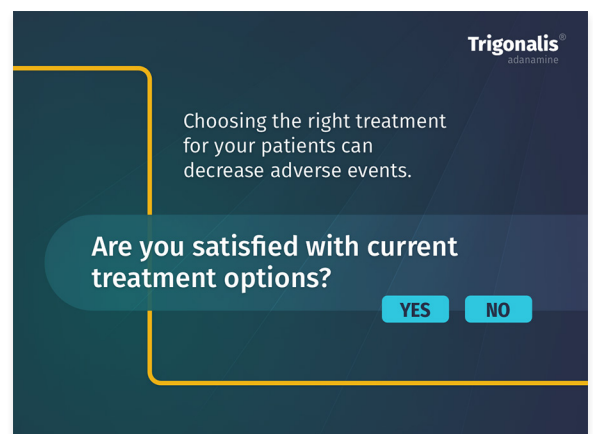
Create versatile toolkits containing assets and resources for your field teams. Deploy branded toolkits containing PDF brochures, HD product videos, full text studies, technical specifications and more.

- Sales toolkits
- Product catalogues
- Full text study libraries
- HD product videos

## Data capture ADD-ON

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

- Customer intelligence
- Customer profiling
- Market research
- Marketing feedback





## Contracting tools

Leverage value-based and other innovative pricing strategies in payer discussions, using live calculations and interactive visualizations to quickly find a suitable arrangement for all parties.

- Capitation-based payment calculators
- Portfolio purchase agreements
- Payment term arrangements
- Outcomes guarantee calculators

## Interactive slide decks

Convert existing static marketing collateral into impactful, user-friendly eDetailing aids and interactive slide decks with navigation, references, embedded files, HD video, and more.

- Value story presentations
- Custom slide deck navigation
- Treatment pathway visualizations
- Embedded HD video



## Global-local communication

Streamline communications between global and worldwide affiliates, develop synergies between business units, and avoid reinventing the wheel with every project, in every country.

- Internal surveys
- Affiliate training
- iGVDs
- Global HTA trackers
- Study trackers
- Interactive evidence repositories



Certara is the global leader in advancing modern, efficient drug development. We provide proven modeling & simulation, regulatory science, and scientific value assessment software and services to help our clients reduce clinical trial burden, accelerate regulatory approval and increase patient access to medicines.

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