CERTARA

BaseCase Interactive
The complete value communication platform for medical affairs

STAKEHOLDER ENGAGEMENT

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 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.
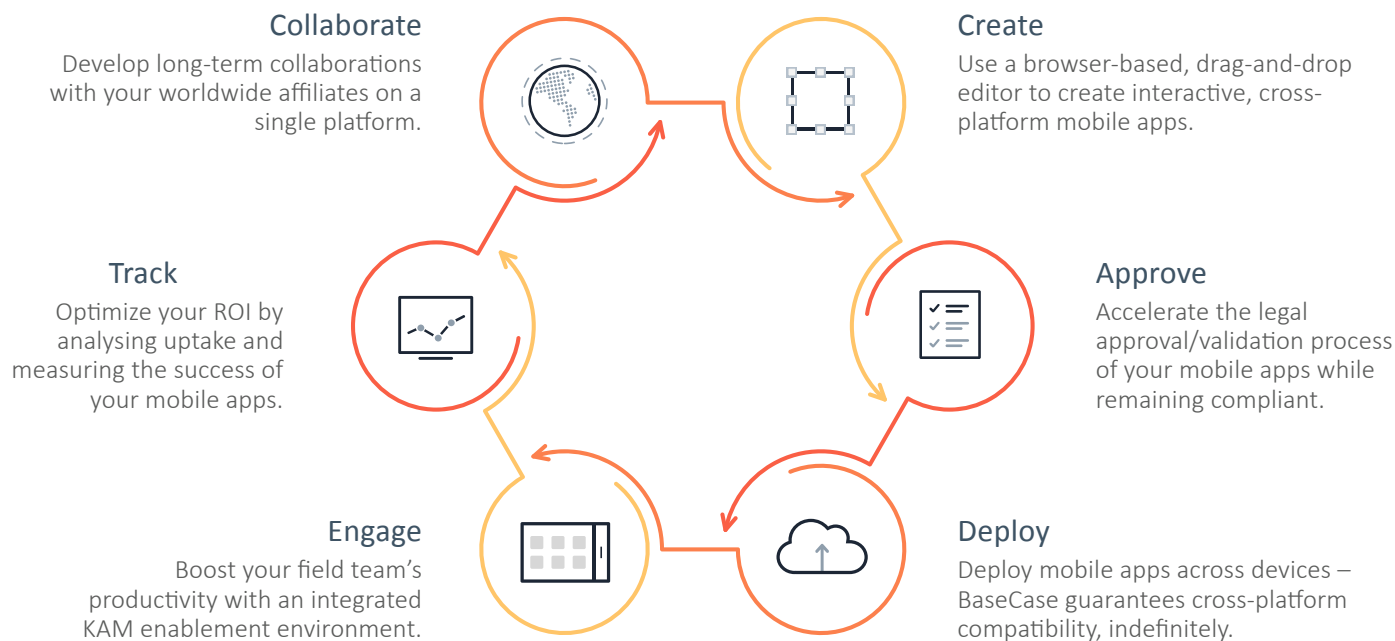
CERTARA

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

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
Optimize your ROI by analysing uptake and measuring the success of your mobile apps.

Approve
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 MEDICAL AFFAIRS

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

33% of adults have hypertension, while only about half have their condition under control.
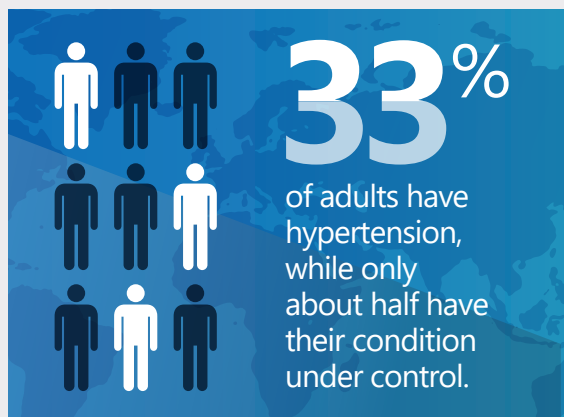
HEOR Value Communication

We specialize in scientific value story development and medical affairs engagement. Our team has unapparelled 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
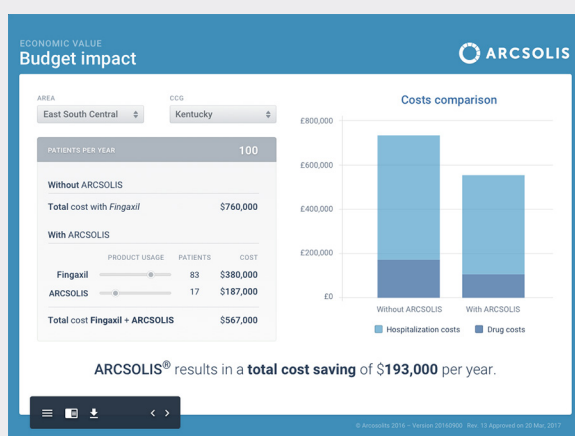
HEOR Tools, Calculators, and Simulators

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
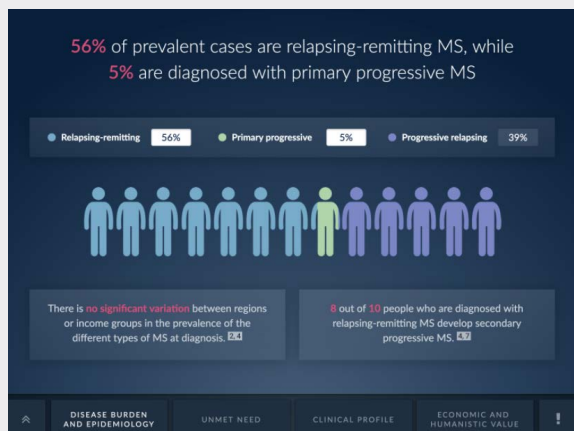
Scientific Documents

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
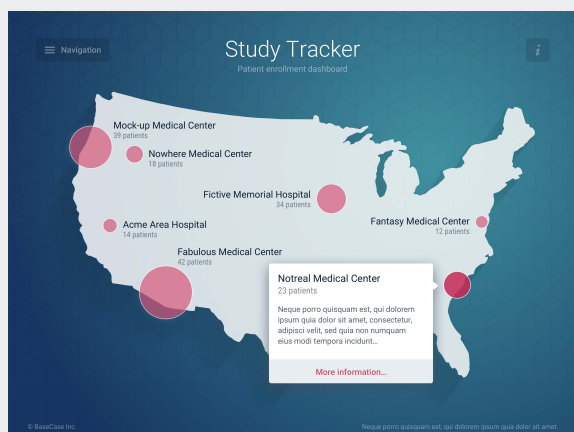
Study/Research Related Publications

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
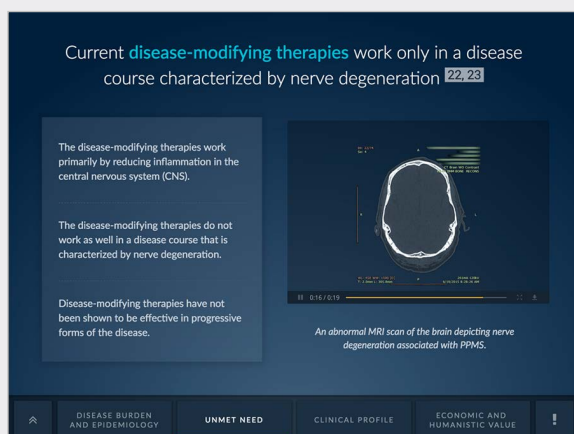
General Medical & Product Information

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
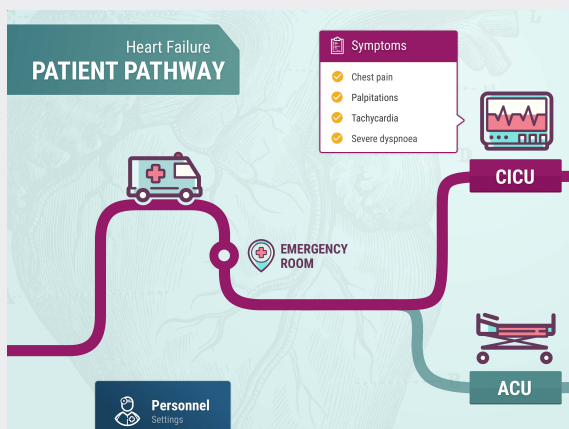
Medical & Clinical Education

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
- Rems-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

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-speicifc Order Sets
- Clinical Guidelines for Providers and Patients

EPIDEMIOLOGY   DISEASE BACKGROUND   CURRENT TREATMENT PATHAWAY   **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.

2:48 / 3:54

Plantostent is a highly effective cardiac stent that is placed in the Superior vena cava to restore normal sinus rhythm.
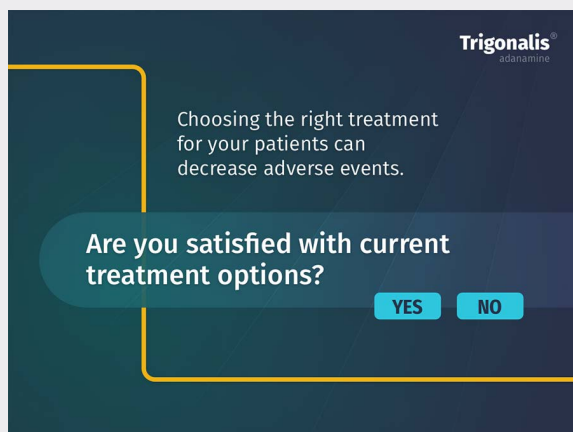
Treatment with Plantostent results in a decrease in heart rate, restoring normal heart rate in 50% of patients within 20 weeks.

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

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

Trigonalis®
adanamine

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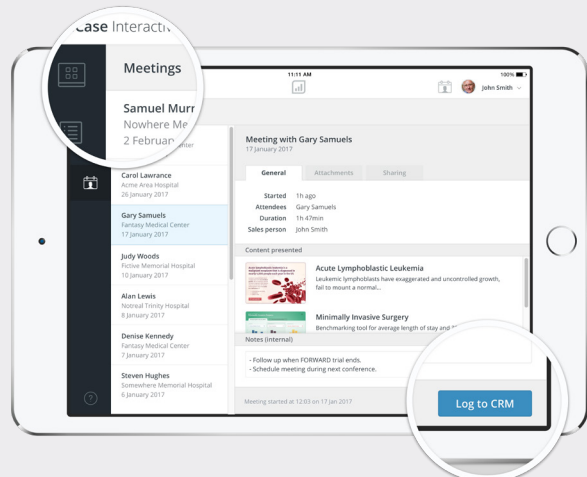
CRM Integration

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
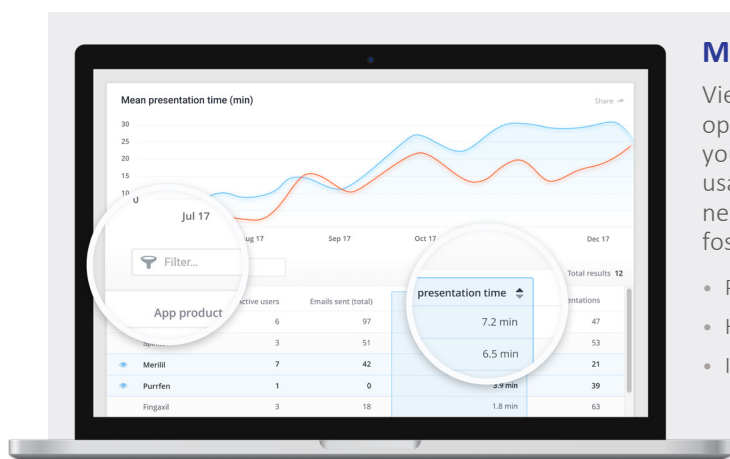
Measuring Data Utilization & Stakeholder Impact

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
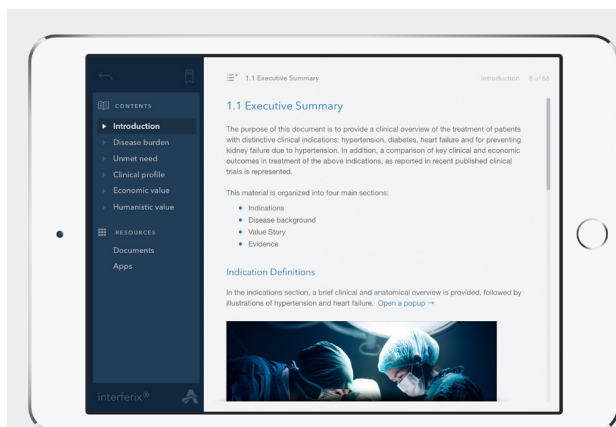
Internal Collaboration & Communication Tools

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

CERTARA

BASECASE

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**.