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 the U.S.

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

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.com
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.
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
Data capture

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

Certara USA, Inc.,
100 Overlook Center, Suite 101,
Princeton, NJ 08540 USA
T1. 1-888-708-7444
T2. 1-919-852-4685

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.

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.