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 the US.

- 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 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

Collaborate
Develop long-term collaborations with your worldwide affiliates on a single SaaS 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 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 sales enablement environment.

Deploy
Deploy mobile apps across devices—BaseCase guarantees cross-platform compatibility, indefinitely.
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
- Total cost of ownership analyses
- Value selling tools
- Return on investment analyses
- Business case calculators
- 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
- Full text study libraries
- Product catalogues
- HD product videos

Data capture
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

Are you satisfied with current treatment options?

Choosing the right treatment for your patients can decrease adverse events.
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
- Treatment pathway visualizations
- Custom slide deck navigation
- 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.