

USING BASECASE TO COMMUNICATE PRODUCT VALUE IN DECENTRALIZED ACCOUNTS

Securing market access in decentralized accounts was proving difficult for our client. Recognizing the need for more localized messaging, they hired an agency to transform their economic models and presentations into interactive apps. However, long timeframes and significant extra costs meant this wasn't feasible long-term. They then turned to BaseCase, allowing them to develop such apps in-house, without programming.

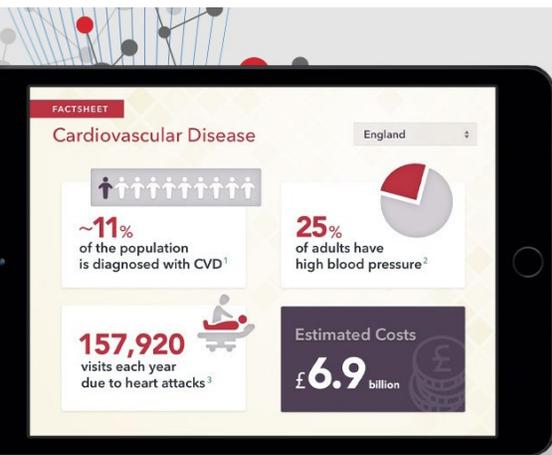
Relying on Excel models, static presentations, and more generalized value dossiers meant value messages weren't resonating with local payers in decentralized accounts. In an effort to make content more tailored, our client hired an agency to build a custom app that incorporated their economic models and value messages. However, while more effective in meetings, these apps were expensive and time consuming to develop – often taking 6 to 12 months. Any updates also required using the same agency, adding further complications. This resulted in a need for a more efficient and cost-effective solution.



Using BaseCase, our client removed the need for software developers and created interactive apps in-house. This resulted in increased control over the development process, saved time, and cut costs. Further benefits were:

- Accessing all apps from a single platform, online or offline
- Easy to adapt apps for use in other territories
- Delivering tailored value messages using live calculations

The team developed a fully-custom app that integrated Budget Impact Models into a presentation interface, combining outputs with interactive content to reinforce value messages. An additional Objection Handler app provided updated feedback for each message, further improving their own internal communications.



“During the pilot phase of our app, the BaseCase team supported us in our presentations to local payers. This effort resulted in accelerated purchase agreements, shortening the timeframe by more than 24 months.”

Senior Market Access Director

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