

# Drive Impactful Science from **Bench to Market**

We assess and demonstrate evidence from early drug development and opportunity assessment to engagement with payers and key accounts in the market.

- ◆ Demonstrate the value of your therapies and provide better access to patients by utilizing two decades of global expertise in population health and the communication of complex data.
- ◆ Accelerate market access with our unparalleled end-to-end consulting services and cutting-edge technologies.
- ◆ Avoid contracting with multiple vendors: Our set of integrated offerings help you define, capture and communicate value.

## OUR FLAGSHIP SERVICES



### Market Access & Value Strategy

Market access strategy powered by best-in-class research, data and evidence synthesis.



### Decision Analytics & Modeling

Advanced analytics frameworks to study and predict real-world outcomes for drug value assessment.



### BaseCase Stakeholder Communication Platform

A cloud-based SaaS platform to efficiently capture, define and communicate the value of your product.



### Innovative & Outcomes-Based Contracting

Trusted experience in innovative pricing and contracting, financial risk-sharing and OBA.



### Real World Evidence Solutions

Unmatched quality in data and analysis for objectives from regulatory to value and access.



### Value Frameworks & MCDA

Identification and weighing of criteria relevant to complex healthcare decision-making at all levels.



## MARKET ACCESS & VALUE STRATEGY

Integrated approach that allows global market teams to optimize product value, positioning and evidence synthesis across all stages of the reimbursement journey.

- Payer research
- HTA strategy
- Lifecycle decision analytics
- Quantitative pricing research
- Real World Data generation and analysis
- Health Economics



## DECISION ANALYTICS & MODELING

Best-in-class capabilities in modeling, simulation, mathematics and Bayesian statistics paired with advanced analytics frameworks and proprietary software.

### Health economic modeling

- Cost-utility analysis
- Cost-consequence analysis
- Cost-minimization analysis
- Budget impact analysis
- Early economic and decision analytics models

### Strategic and analytic modeling

- Therapy sequence model
- Surrogate validation model
- Treatment pattern model
- Disease model
- Efficacy-to effectiveness bridging model
- Value-based pricing optimization



## BASECASE STAKEHOLDER COMMUNICATION PLATFORM

All-in-one stakeholder engagement platform for creating and deploying engaging value communication tools and interactive calculators.

- Value communication tools
- Real World Evidence visualizations
- Innovative pricing tools
- Budget impact calculators
- Global-local communication
- Toolkits
- Decision support tools
- Educational tools
- Product information
- Collaboration tools
- eDetailing aids
- Data capture



## REAL WORLD EVIDENCE SOLUTIONS

Solutions for niche needs identification, justifying access, differentiating value, quantifying an opportunity and demonstrating benefit/risk.

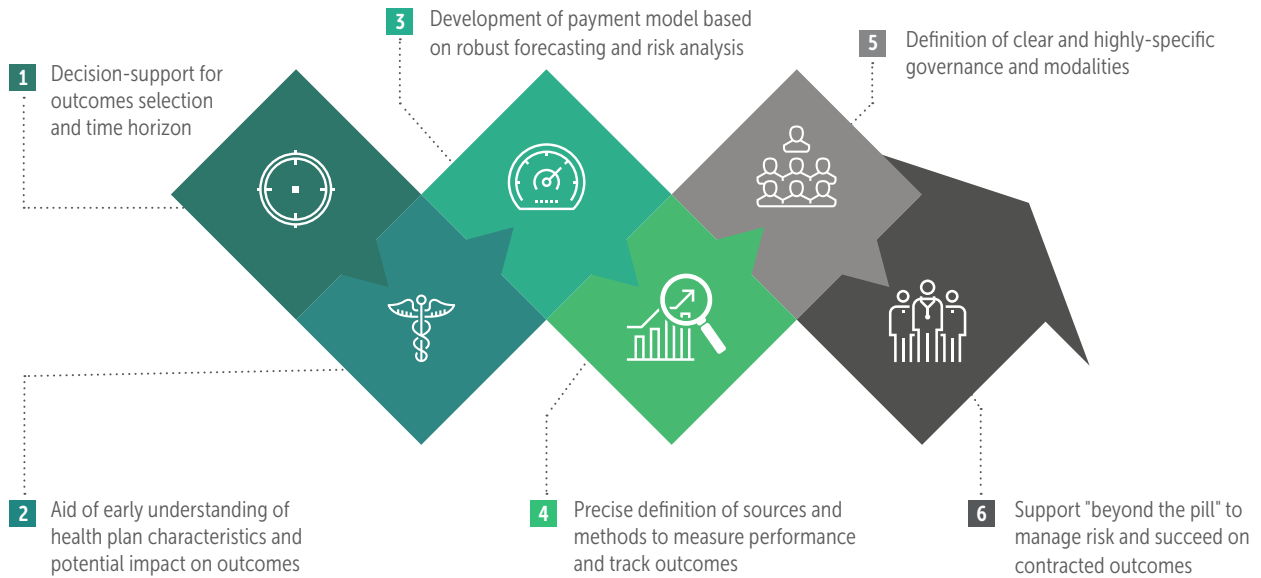
- Burden of illness
- Outcomes research
- Quality of life
- KAM Toolkits
- Resource use
- Continuous benefit/risk
- PAES/PASS
- PGRx proprietary datasets
- Electronic health data
- US Healthcare databases
- Surveys



## INNOVATIVE & OUTCOMES-BASED CONTRACTING

Innovative pricing and contracting strategies to facilitate transparent discussions with stakeholders regarding complex pay-for-value scenarios.

How our teams enhance your innovative contracting approach:



Our proprietary **HOPE Technology** allows you to:

- Optimize your plan design and inform payer negotiations and contracting
- Know what outcome, comparator and time horizon to select
- Define the best methods to ensure performance and opt for the most appropriate payment mode



## VALUE FRAMEWORKS & MULTICRITERIA DECISION ANALYSIS (MCDA)

Leverage MCDA approach for:

**Strategy:** Define product value drivers through a comprehensive, structured and tested approach

**Engagement:** Capture and synthesize stakeholder (especially payer) perceptions of value within frameworks and beyond

**Alignment:** Communicate efficiently in internal and external workshops

**Flexibility:** Simplify and improve knowledge transfer by adapting frameworks to local markets

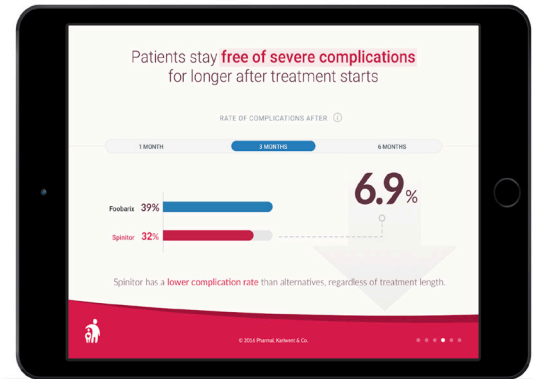
**Readiness:** Assess your evidence base through the value framework lens (i.a. ASCO, NCCN, ICER, EVIDEM, ADVANCE, Drug Abbacus)

**Research:** Optimize trial design/maximize pricing and market access at launch

## OUR END-TO-END OFFERING

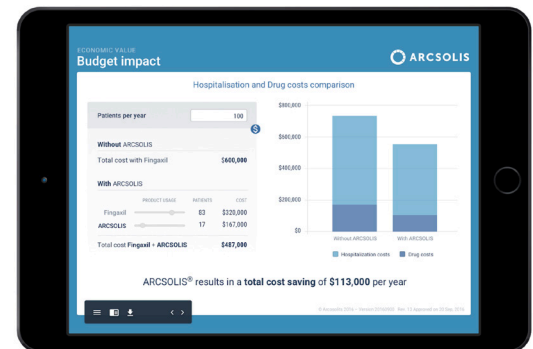
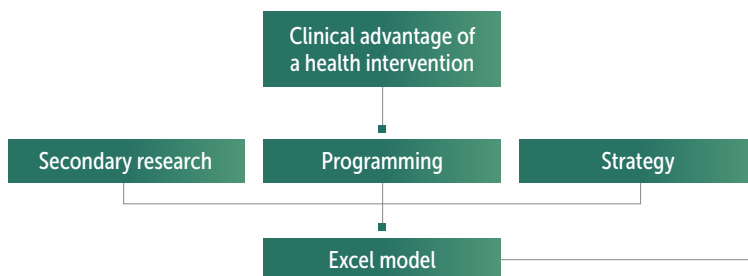
Our teams partner and provide an end-to-end offering, making us a one-stop-shop for your entire project. Below are examples of our recent experiences in the industry:

A literature search on costs, economic and resource utilization for the indication and region of interest. Results from the research are implemented into a bespoke value communication tool.



Interactive value story with an integrated economic calculator\* (Powered by BaseCase Technology)

Our teams perform research and develop an excel model to translate the clinical advantages of a health intervention into economic argumentation and implement it within a flexible, interactive calculator.



Interactive Budget Impact Model\* (Powered by BaseCase Technology)

## About Certara Evidence & Access

**Analytica Laser**, leader in scientific value assessment and population health intelligence, and **BaseCase**, pioneer of cloud-based value communication technology, are now part of Certara. Together, we're providing unparalleled end-to-end analytics and strategy to define, capture, and communicate the value of therapies.



## CERTARA | EVIDENCE & ACCESS

With a global staff of over 850+ employees around the world, Certara maintains 14 offices across the US as well as 20 international locations. Our teams are offering global strategy matched with deep local expertise in the US markets, Canada, Germany, United Kingdom, France, Italy, Switzerland, Poland, Japan, China and Australia among others.

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