



BASECASE GUIDE

# The BaseCase guide to building mobile tools in-house

How to efficiently create and maintain tools used  
for value communication in life sciences

# Introduction

Over the last several years, life science companies have increasingly used mobile tools for a number of reasons, including market access strategies, health economic modeling and distinguishing the value of their products. Such tools can offer innovative solutions to several challenges faced by the industry, for example the rising costs and complexities associated with bringing a medical product to market.

Whether your focus is market access, HEOR, medical affairs or communicating product value to stakeholders, a mobile tool is no longer a ‘nice to have’—it’s the new normal. But how do you create and maintain these tools? While the default option used to be hiring an agency, in-house tool development is growing to be the preferred solution.

This guide outlines the rationale for developing your mobile tools in-house, to eliminate the need for programming and avoid the hidden costs associated with outsourcing. It further demonstrates how in-house tool development can help drive effective market access strategies and efficiently communicate the value of your products.

## Major hidden costs associated with outsourcing

The Pharma and Medtech industries have long used outsourcing as a way to focus on what they're best at— inventing and distributing innovations in healthcare. For a sprawling global enterprise with long R&D cycle and an acute need to get products to market quickly, contracting out business processes often makes sense.

By the time the iPad came along, outsourcing had become second nature to many in the industry, who turned reflexively to external agencies to meet their market needs. However, in an effort to equip themselves with stakeholder engagement and value communication tools, companies were faced with the hidden costs of outsourcing:

### THE TOP 5 HIDDEN COSTS ASSOCIATED WITH OUTSOURCING

Outsourcing a custom software project is expensive, and any additional updates or project delays will compound costs significantly. And while leveraging mobile tools in the life sciences industry, having an up-to-date tool is a must. To avoid additional charges incurred after development, each project requires extensive up-front planning and immense time investments.

More often than not, life-science specific tools will incorporate data and evidence to support value messages and maintain relevance. Thus if new data is released, any updates to the tool would require a dependency on the outsourcing agencies timelines and their associated costs.

Further, outsourcing agencies tend to design each tool to be platform-specific. When your company updates the system or changes devices, the tool may either be lost entirely or require further changes to meet compatibility requirements.

Delivering high-quality mobile tools also requires specialist processes and expertise. Agencies tend to struggle to 'figure out the technology' because it's not their specialization. As a result, if your custom software project is not

someone's core responsibility, bugs and compatibility issues are almost guaranteed. Alternatively, programmers involved in outsourcing projects typically aren't experts in the life sciences industry, which adds another layer of complexity. Either further explanation is required or miscommunication can occur, resulting in costly delays.

## A need for life science companies to develop tools in-house

There is a vital need for a more efficient way to produce mobile tools that can be used across markets with different languages and different healthcare systems—in other words, a better way to distribute tools on a global scale. That said, providing quick and easy ways to adapt mobile tools to fit the needs of specific markets allows for flexibility and leaves affiliates with a greater range of options.

In such a dynamic marketplace, there is also a need for mobile tools to evolve alongside the changes in the industry. If affiliates are not able to update tools efficiently, teams may be at risk for using data that is not specific to their market, or worse, a tool that is no longer relevant and likely abandoned altogether. By the time a tool is ready, field teams may no longer need it as market conditions have changed.

What's more, life science companies are already operating in a constrained budgetary environment. The cost of a delayed launch is of paramount concern, even for those agencies with considerable resources to invest. Developing tools in-house helps to prevent any of these lengthy delays, meanwhile promoting a more collaborative approach within your organization.

# How does in-house tool development work?

While outsourcing is seen as slow, inflexible and expensive, it was initially the only option available. In order to prepare mobile tools, life science companies had no choice but to hire software developers with expertise in programming.

To change this, BaseCase Interactive was developed, enabling life science companies to create cutting-edge mobile tools—without programming. Such a platform offered an all-in-one solution to tool development, empowering companies to leverage their considerable in-house talent.

BaseCase Interactive opened up the possibility of applying standard business software skills and create a mobile tool in the same way that you would a PowerPoint presentation. The functionality of the tool works with an integrated spreadsheet enabling ‘developers’ to leverage formulas from the original Excel model and create interactive visualizations without writing a single line of code. These features allow for calculations to be performed on the spot in front of customers, for example, cost-effective analyses.



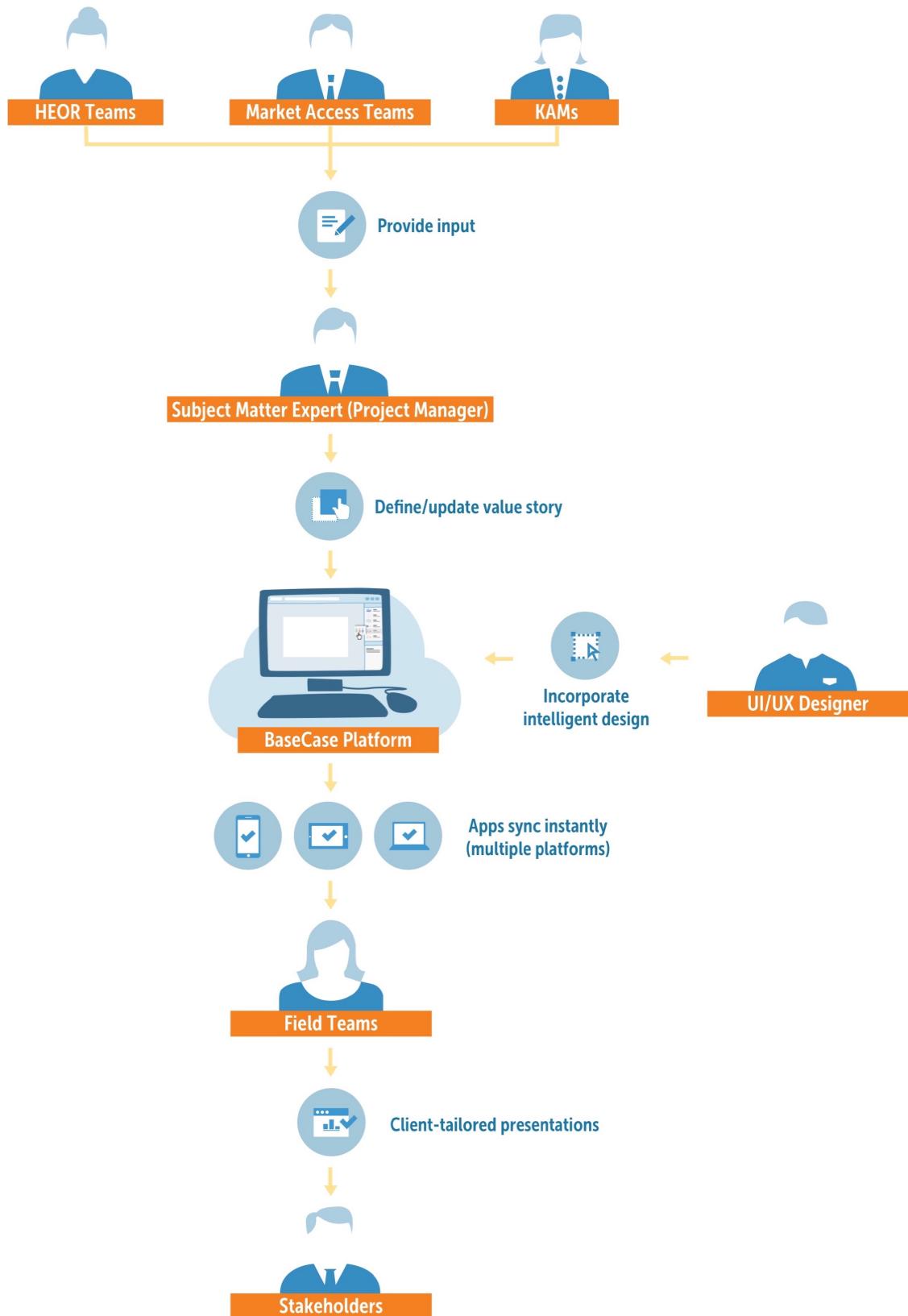
Since the skills required to manipulate a spreadsheet and build a slideshow presentation typically exist already in-house, it's a relatively straightforward process to adopt the technology.

## Cross-functional workflow

Field teams use a variety of mobile tools to engage stakeholders, depending on the audience. For example, healthcare providers may require a tool that offers decision support—such as a dosage calculator or high-quality educational content. On the other hand, a market access manager may need payer engagement tools that can communicate complex health economic evidence effectively. In either case, effective in-house development is a cross-functional exercise that leverages a variety of skills.



BaseCase Interactive acts as a central platform around which different teams can collaborate on the development of a tool. For example, a market access manager might take responsibility for creating a mobile tool with contributions from the HEOR team.



*A typical workflow for developing a mobile tool in-house using BaseCase technology*

# How to get started

## Recommended in-house team set up

Based on years of experience building bespoke tools with BaseCase, our Consulting and Design teams recommend the following set up for in-house development:

**Project management:** each project should have a named project owner that manages the development of the mobile tool. This ownership will help to bring optimum performance and outputs throughout the development stages, with dedicated attention to deadlines and budgets.

**Two-person development teams:** for developing tools, it should be a small team comprising a *subject matter expert* and a *UI/UX Designer*. Such a multidisciplinary approach can help facilitate an in-depth understanding of the content, while also providing intelligent graphic design to make complex messages clear and interactive design intuitive.

## Project Scoping

During the project scoping phase, a review of all available project materials, such as economic models and supporting documents, slide decks, and resources will be completed. Doing so will allow an opportunity for the development team to identify missing materials, clarify questions and collaborate on project objectives.

## Storyboarding

Storyboarding is the creative and iterative process of optimizing the presentation of your product's value story. This process involves pinpointing your value story and the key messages that you'd like to reach audiences, helping to outline the structure of your content before committing more time and resources.

## Value Communication Blueprint Example

### Communication objective

For patients with type 2 diabetes, drug X can improve blood glucose control by up to 30%, resulting in fewer outpatient and ER visits and cost savings of up to \$100,000.

Key message	Data presented	User editable inputs	BaseCase Controls
1 Type 2 diabetes affects # number of patients in your population.	<ul style="list-style-type: none"> <li>User editable inputs.</li> <li>Current T2D pop.</li> <li>Projected 5-year T2D pop.</li> <li>% increase in pop.</li> </ul>	<ul style="list-style-type: none"> <li>CCG population.</li> <li>Type 2 diabetes prevalence.</li> <li>Type 2 diabetes incidence.</li> <li>Annual population growth rate.</li> <li>Annul increase in T2D incidence.</li> </ul>	<b>INPUTS</b> <ul style="list-style-type: none"> <li>Text Field.</li> <li>Slider.</li> <li>Drop-Down.</li> </ul> <b>OUTPUTS</b> <ul style="list-style-type: none"> <li>Column Chart.</li> <li>Text Area (dynamic text).</li> </ul>
2 Maintaining adequate blood glucose control (BGC) is an important part of containing the costs associated with T2D.	Average annual healthcare use and cost for patients with and without adequate BGC.	None.	<ul style="list-style-type: none"> <li>Slideshow.</li> <li>Pie Chart.</li> </ul>
3 Patients with uncontrolled blood glucose levels experience # more outpatient visits and # ER visits than those with adequate control.	<ul style="list-style-type: none"> <li>User editable inputs.</li> <li>Annual healthcare use pp w/o adequate BGC.</li> <li>Annual healthcare use pp with adequate BGC.</li> <li>Difference in healthcare use pp.</li> </ul>	<ul style="list-style-type: none"> <li>Monthly freq. of outpatient visits for patients with adequate BGC.</li> <li>Monthly freq. of outpatient visits for patients w/o adequate BGC.</li> <li>Monthly freq. of ER visits for patients with adequate BGC.</li> <li>Monthly freq. of ER visits for patients w/o adequate BGC.</li> </ul>	<b>INPUTS</b> <ul style="list-style-type: none"> <li>Slider.</li> </ul> <b>OUTPUTS</b> <ul style="list-style-type: none"> <li>Text field.</li> <li>Box fill.</li> </ul>

Based on our experience in the industry, we've identified the following best practices for the storyboarding phase:

### **Avoid a “one-fits” all approach.**

As mentioned before, a range of tools can be used to engage stakeholders and communicate product value. One of the very first considerations in developing a storyboard is thus to know your audience. It is crucial to tailor your information to what is relevant to the audience, and if necessary, create separate value stories for each stakeholder.

### **Deliver your communication objectives at the beginning of each value story.**

In an industry where facetime is declining, capturing the attention of your audience from the start is central to the success of each mobile tool. The communication objective should be a clear and concise sentence that you'd like your audience to remember.

### **Keep it simple.**

Including too much information in your value story may lead to a quick loss of engagement. A mobile tool that clearly outlines the problem and solution, while keeping the content engaging and interesting, is much more likely to resonate with your audience.

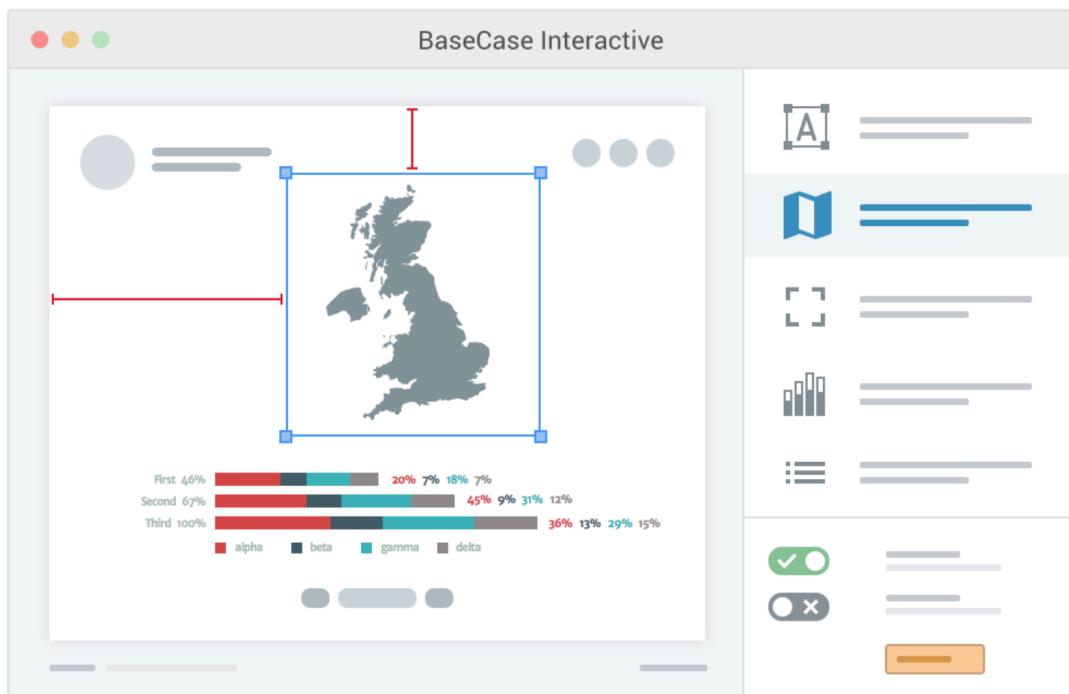
### **Transparency is key.**

Providing transparent tools helps to build credibility. Make sure to support each key value message with a referenced source, so the audience can directly tie each claim to the evidence.

# The skills you need

## Creating the interface

No coding or programming is used in developing a mobile tool with BaseCase. The interface is built by powerful browser-based, drag-and-drop editor, which includes an array of customizable controls such as interactive charts and UI elements. The skills required are similar to Microsoft Powerpoint, so the competencies needed for this part of the process already exist in-house.



## Making it work

The functionality of the tool is defined using the integrated spreadsheet, calling for editing skills similar to Microsoft Excel. The built-in Spreadsheet Editor is particularly useful when creating market access tools—you can incorporate economic models to create sophisticated payer engagement tools and cost calculators.

## How do agencies fit in

Creating a mobile tool involves more than implementation; the process of creative design is just as important. While we recommend that companies take the implementation and maintenance of their tools in-house, agencies can be used to support the creative design process.

## Benefits

### Quicker, more flexible, more efficient mobile tool development

Developing tools in-house using BaseCase technology helps to reduce your development costs significantly. It is the fastest way to create and deploy mobile tools, with guaranteed cross-platform compatibility. And in such a dynamic marketplace, with increased flexibility comes the potential to be more responsive to any changes in the market.

### Simplified tool adaptation and management

The country adaptation process is simple. Core tools can be shared with affiliates and updated by the affiliate, or updated centrally accordingly to local requirements, and then deployed within a few clicks. This allows complete ownership of every mobile tool, eliminating external dependencies.

### Full integration with BaseCase Add-ons

Since BaseCase Interactive was developed, the platform has evolved to include several different add-ons. Built specifically to address the various needs of the industry, these

add-ons extend the core ‘content’ creation functionality to provide a comprehensive value communication platform for life sciences companies.

## LEVERAGE REAL-WORLD DATA SOURCES

BaseCase Data Manager allows you to create interactive, data-driven mobile tools using large, real-world data sources.

With BaseCase Data Capture, you can seamlessly capture data during engagements to better understand your customers, your field teams and your market.

## ANALYZE TOOL AND USER DATA

Using BaseCase Insights, you can discover how field teams interact with your tools, maximize impact with informed decision-making and use a wealth of usage data to inform future updates.

BaseCase Success provides access to domain-level analytics, enabling the objective measurement of tool usage across an organization.

## UTILIZE TOOLS SPECIFIC TO THE INDUSTRY

BaseCase Launch provides a robust and systematic workflow to ensure mobile tools are fully authorized for use by field teams. Manage your legal review and validation processes efficiently, cut time-to-market and reduce compliance risk with Launch.

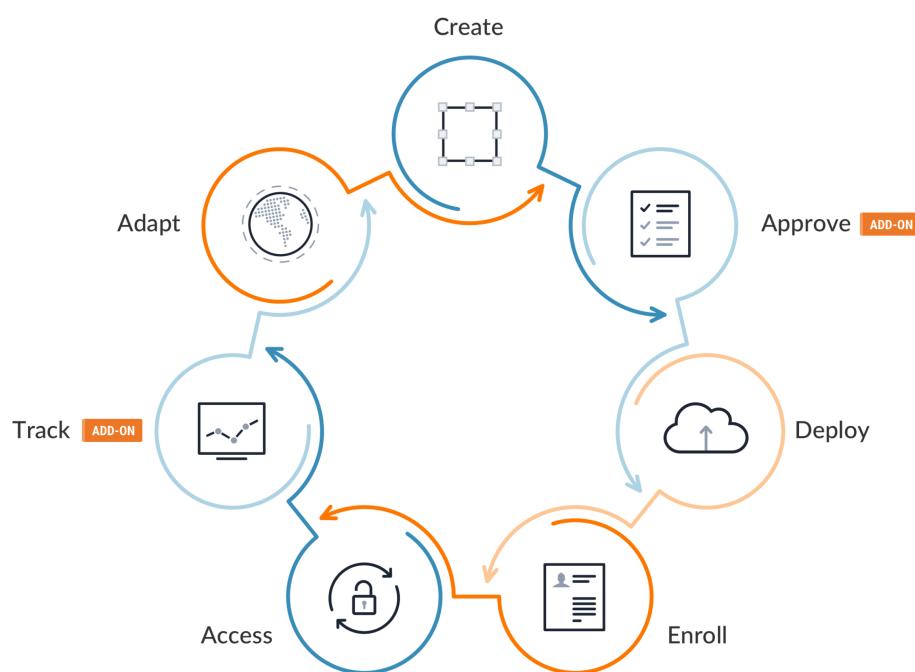
## EFFECTIVELY ENGAGE WITH CUSTOMERS

BaseCase Meetings enables the tracking of customer engagements by syncing with CRMs.

BaseCase Toolkits allows mobile tools, product evidence and marketing assets to be bundled together for distribution to field teams.

## Portal

Previously BaseCase provided a single distribution channel for mobile content through your field teams, but with the development of BaseCase Portal an entirely new distribution channel is available. Portal makes it possible to quickly and securely share digital information and resources directly with third parties, such as payers and healthcare providers.



**Create** interactive, cross-platform mobile apps using a browser-based, drag-and-drop editor.

**Approve** your mobile apps quickly and efficiently, while remaining compliant.

**Deploy** mobile apps across devices on a single platform.

**Enroll** users via a configurable, compliant, self-services process.

**Access** apps quickly and easily—online or offline.

**Track** global app and user data to optimize resource allocation.

**Adapt** apps for use in multiple regions and maximize long-term ROI.

# Summary

BaseCase in-house mobile tool development grew out of a conversation with health economists and marketers about how to accomplish some very particular business needs in the areas of stakeholder engagement and value communication. Our proposal is a simple technology that eliminates programming from the development process.

This commitment is vital to our service, as it provides the assurance that now and in the future you can rely on BaseCase technology to communicate the value of your products most effectively and efficiently.



## About BaseCase

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BaseCase is the complete value communication platform for the life science industry. By combining 'no-code' content creation and sales enablement on a single SaaS platform, BaseCase revolutionizes how global organizations make and use mobile content.