

Turn Evidence into Decisions – at Scale

From clinical and economic value to impact across stakeholders, teams, and markets





BaseCase[®] enables life-sciences teams to transform clinical, economic and real-world evidence into interactive tools that support stakeholder engagement, value communication and decision-making across medical, market-access and commercial teams.

Challenges of communicating value in complex ecosystems

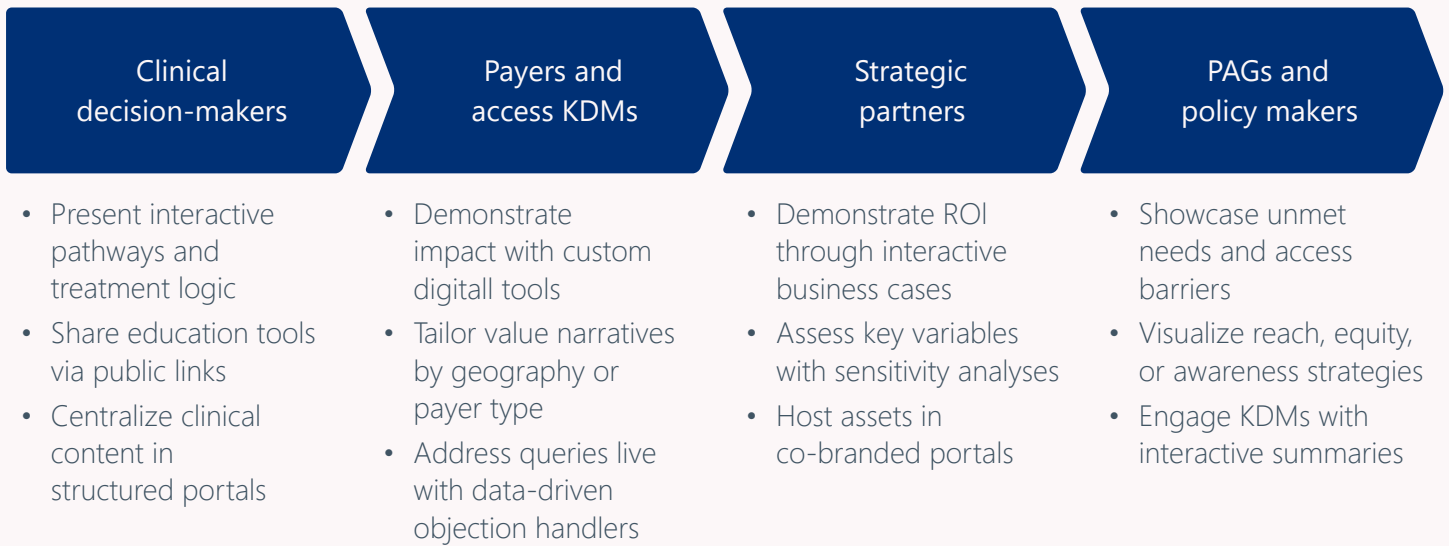
- Inconsistent & outdated content:**
 It's hard to keep materials current and compliant across field, medical and HEOR teams
- Static tools cannot adapt:**
 Slides and spreadsheets can't run real-time calculations or scenario modelling for stakeholder-specific discussions
- Content silos:**
 Without a unified platform, field, medical and HEOR teams risk inconsistent value narratives
- No live modelling:**
 Without live calculations or interactive scenarios, it's hard to demonstrate value, ROI or budget impact convincingly



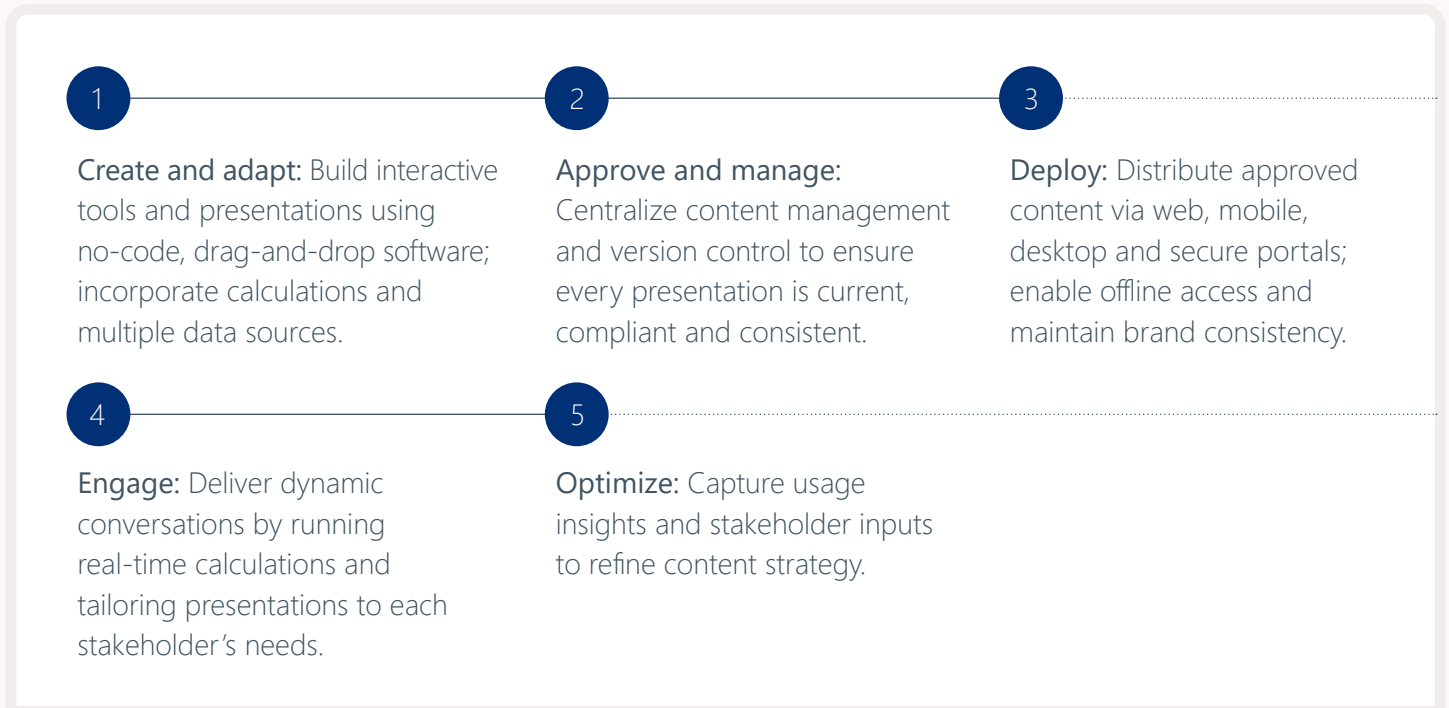
Deliver impactful value stories to every stakeholder with BaseCase:

- 
Tailor conversations to stakeholder priorities using customizable content, integrated data, calculations, and inputs
- 
Make a strong case for value & ROI: Turn complex clinical and economic data into persuasive, outcome-focused conversations
- 
Centralize updates and localization with version control and intuitive drag-and-drop editing; update content to reflect new data, pricing or local needs without coding
- 
Distribute consistent, approved content across web, mobile and BaseCase apps; enable offline access on iOS/Android/Windows; provide secure portals or embeddable public links; ensure branded user interfaces

How BaseCase drives stakeholder engagement



Create high-impact value experiences



Ready to move beyond static slides?

Explore the BaseCase demo app to see how interactive tools support value communication and decision-making across your organization.

About Certara

Certara accelerates medicines using biosimulation software, technology, and services to transform traditional drug discovery and development. Its clients include more than 2,400 biopharmaceutical companies, academic institutions, and regulatory agencies across 70 countries.

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Try the demo app

