



## Evidence & Access

**Analytica Laser**, a powerhouse of health economic modeling and real world data solutions, and **BaseCase**, a pioneer of cloud-based value communication technology, are now part of the **Certara** family.

## Value Science. Value Strategy. Value Technology.

- + Avoid contracting with multiple agencies: our integrated offering helps you define, capture and communicate the value of your product.
- + Accelerate market access with our unparalleled end-to-end consulting services and cutting-edge technologies.

Our expertise in population health intelligence and the communication of complex data can help you show the value of therapies and provide better access to patients.



# Certara Evidence & Access

## ANALYTICA LASER

### Evidence Generation

#### Market Access and HEOR Expert Consulting

The highest level of scientific evidence on the value of medicines and health technologies.

#### REAL WORLD DATA SOLUTIONS

Establish product value using real-world evidence.

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

#### MODELING

Generate evidence using advanced modeling.

#### Health economic models

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

#### Strategic and decision analytic modeling

- Therapy sequence model
- Surrogate validation model
- Treatment pattern model
- Disease model
- Efficacy-to-Effectiveness Bridging Model
- Value-based pricing optimization

#### SYSTEMATIC REVIEWS AND ANALYSES

Dependable systematic reviews and analyses that are trusted by decision-makers globally.

#### PAYER ENGAGEMENT

Formulate a strategic approach to communicate with stakeholders effectively.

#### CONTRACTING STRATEGY

Optimize your strategy and inform payer negotiations and contracting.

## BASECASE

### Value Communication

#### Proprietary Technology

A cloud-based SaaS platform to efficiently capture, define and communicate value.

#### VALUE PROPOSITION

Strategically position and formulate your product's unique value story.

#### TOOL IMPLEMENTATION

Implement the value proposition into bespoke tools.

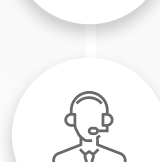
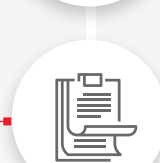
- Value communication tools
- Real-world evidence visualizations
- Innovative pricing tools
- Data capture
- Global-local communication
- Toolkits
- Decision support tools
- Educational tools
- Product information
- Collaboration tools
- eDetailing aids

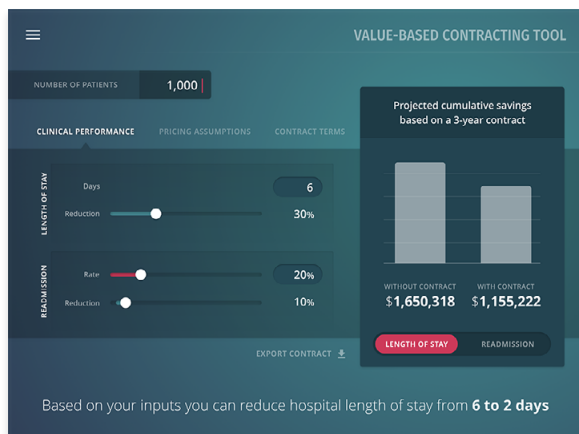
#### TOOL DISTRIBUTION

Distribute MLR-approved tools to your field teams or third parties.

#### SUPPORT

Manage and support the successful launch of your tool.





Contracting calculators / OBA simulators

## Innovative pricing and contracting

Leverage innovative pricing and contracting strategies to facilitate transparent discussions with stakeholders regarding complex pay-for-value scenarios, such as:

- Outcome-based agreements (e.g., conditional treatment continuation)
- Population-based financial agreements (e.g., capitation of total reimbursement, free value-added services)
- Patient-level agreements (e.g., dose-dependent discount, free days of supply)



We partner with our clients to evaluate financial risk-sharing scenarios and model them within user-friendly mobile tools.

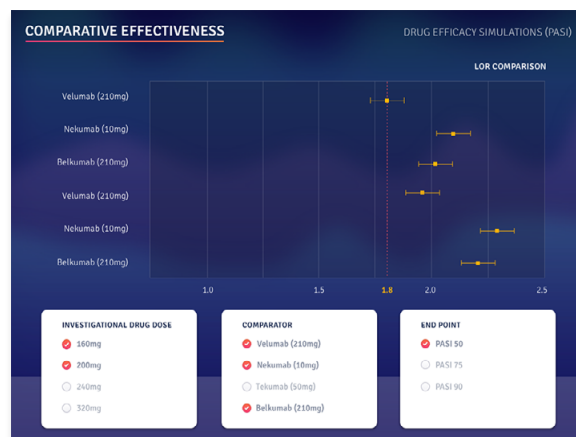
## Real world evidence solutions

Our real world data group offers solutions for every need from niche needs identification, justifying access, differentiating value, quantifying opportunity to demonstrating benefit/risk:

- Estimate burden of illness to quantify opportunities in your local market
- Perform cost effectiveness and budget impact analysis to justify access by calculating economic impact
- Assess comparative/relative effectiveness of medicines and health technologies



Our proprietary ANSER RW datasets are a unique source of real world data with a variety of applications.



Comparative effectiveness visualization tool



Treatment pathway survey

## Outcomes research and surveys

Use patient, physician, and stakeholder surveys to better understand treatment patterns, patient outcomes, and unmet needs:

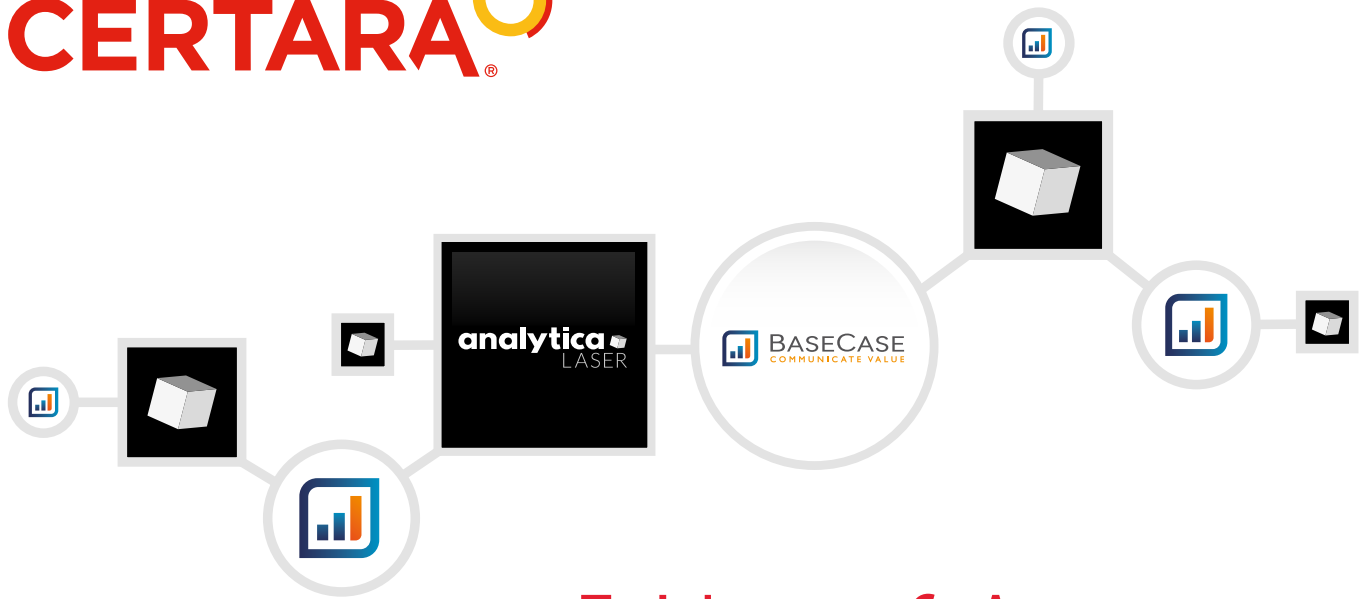
- Quantify patient quality of life and associated economic aspects
- Perform physician surveys to inform treatment pathway decisions
- Identify unmet patient needs



We provide our clients with the right tools for their data collection needs.



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