

BUDGET IMPACT

INDUSTRY

Pharmaceuticals

PRODUCT

New drug

MODEL

A budget impact model developed with Microsoft Excel.

CHALLENGE

A budget impact model was developed to inform formulary decision makers about the economic consequences of a new drug. The sales force needs a way to adapt the model to each of the primary care trusts in the UK, in collaboration with the decision makers.

SOLUTION

The model is imported into BaseCase Interactive and instantly available to all sales representatives.

RESULTS

BaseCase Interactive makes a budget impact model easier to understand, easier to use and facilitates collaborative work.

COMMUNICATING VALUE TO PRIMARY CARE TRUSTS

BUSINESS OVERVIEW

For inclusion of a new drug in the formularies of primary care trusts in the UK, the representatives of a pharmaceutical company communicate product value by adapting a budget impact model to the local context of each trust.

CHALLENGE

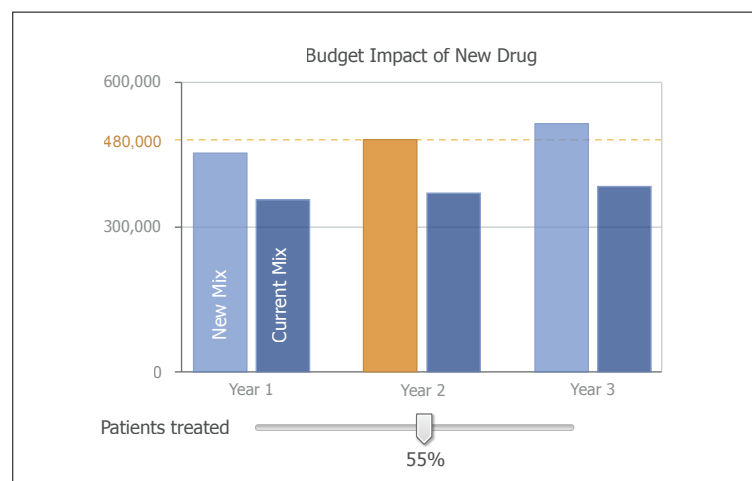
A budget impact model has been developed using Microsoft Excel. Local data needs to be gathered in collaboration with decision makers and entered into the model. The model in its current form is difficult to use and difficult to distribute. Users store data in their copy and data becomes fragmented across the organization.

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BASECASE™
INTERACTIVE

CASE STUDY

Marketing & Sales



SOLUTION

The budget impact model is imported into BaseCase Interactive, making it instantly accessible across the organization. The user-friendly interface minimizes training requirements. Because BaseCase Interactive is a web-based system, sales representatives can be remotely trained and assisted to use the tool.

A workspace is created in advance for each trust and holds all trust specific population data. During a visit, the sales representative can adapt the model in collaboration with the decision maker. Data can be shared by multiple users, making remote communications between sales visits easy. If a sales representative cannot answer a specific question, an expert can remotely look at the data that was used and address the issue immediately.

Decision makers can be given higher level access to the model and run their own best-case and worst-case scenarios, as well as sensitivity analysis. Using interactive visualization, data is easier to understand.

The management cockpit gives the regional product managers a comprehensive overview of how the sales force is using the model: it shows the number of active trusts, the model outcome for each trust and a history of sales activities.

Graphs and results can be exported to Microsoft Word or Excel for further processing. Graphs can be directly used in a Microsoft Power point presentation. For optimal transparency, a decision maker can be permitted to download the source Excel model pre-populated with a selected set of data.

RESULTS

BaseCase Interactive allows easy and secure access to a budget impact model from anywhere. It transforms an existing model into an effective collaboration tool, that is easy to use. It streamlines communications between decision makers, sales representatives and product managers.

Contact us for a demonstration at your organization.

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