

MARKET ACCESS & REIMBURSEMENT

INDUSTRY

Pharmaceuticals

PRODUCT

A new vaccine to prevent bacterial infection.

MODEL

A cost-effectiveness model developed with Microsoft Excel.

CHALLENGE

A generic economic model has been developed by the global office of a pharmaceutical company that can provide evidence to the national health authorities of many countries. A solution is needed for their affiliate offices to adapt the model to their setting.

SOLUTION

The economic model is imported into BaseCase Interactive and instantly accessible to all affiliate offices.

RESULTS

BaseCase Interactive accelerates market access and reimbursement efforts, by streamlining communications between global office and affiliate offices, and facilitating collaboration.

ADAPTING A VACCINATION MODEL TO MANY COUNTRIES

BUSINESS OVERVIEW

To gain reimbursement and inclusion of a new vaccine in national vaccination programs, the affiliate offices a pharmaceutical company need to provide their national health authorities with evidence of its economic value.

CHALLENGE

A generic cost-effectiveness model has been developed using Microsoft Excel. Each affiliate needs to adapt this model to their setting, by collecting the required local data and entering it into the model. However, if copies of the model are simply distributed throughout this global organization, users will store data in their copy and data will become fragmented. Also, once distributed, it becomes very difficult to make updates to the model or its data.

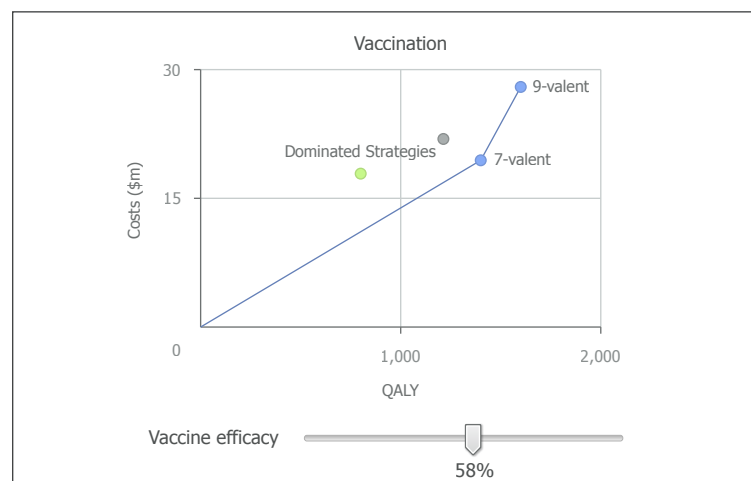
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BASECASE™
INTERACTIVE

CASE STUDY

**Market Access &
Reimbursement**

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SOLUTION

The existing model is imported into BaseCase Interactive, making the model instantly available throughout the organization. Because data is stored centrally and can be shared between users, communications between the global office and the affiliate offices are streamlined.

The user-friendly interface minimizes training requirements. BaseCase Interactive is a web-based system, allowing experts from the global office to assist the affiliate offices remotely. The management cockpit gives a clear overview of progress in each region. Results are available continuously during data collection, and issues can be identified and addressed early on.

The model can be made available to affiliates at an early stage of product development, without the need to distribute the model source. Updates to the model are done centrally, ensuring that all users are using the latest version of the model. Affiliates can now start their data collection earlier, accelerating market access efforts.

Interactive visualization is used to make data easy to understand. When data collection for a country is completed, graphs and results can be exported in the Microsoft Word or Excel format, to be further processed and incorporated

into submissions to the national health authorities. Controlled access to the model can be given to external parties, such as policy makers, when required.

RESULTS

BaseCase Interactive allows secure access to an economic model to anyone, from anywhere. It transforms an existing economic model into an effective collaboration tool for a global organization. It streamlines communications between different departments as well as between the global office and affiliates, accelerating market access and reimbursement efforts.

Contact us for a demonstration at your organization.

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