BASECASE

MARKETING & SALES

INDUSTRY
Diagnostics

PRODUCT
A new diagnostic screening test to prevent hospital acquired infection developed by a medical technology company.

MODEL
A discrete event simulation model on cost-effectiveness, written in C++.

CHALLENGE
An economic model had been used previously to demonstrate product value to hospitals, but it suffered from several shortcomings that limited its widespread use.

SOLUTION
The economic model was imported into BaseCase Interactive and rolled out globally to product managers and sales representatives.

RESULTS
The BaseCase Interactive web-based solution streamlined global communications, making the sales process more efficient and more effective.

BASECASE™
INTERACTIVE

CASE STUDY

Marketing & Sales

SALES SUPPORT FOR A HOSPITAL SCREENING TEST

BUSINESS OVERVIEW

A manufacturer of diagnostics developed a new test to screen for bacteria at hospital admission and reduce hospital acquired infections. Their global sales force needed tools to demonstrate the value of screening to individual hospitals.

CHALLENGE

A model developed with Microsoft Excel had previously been used by the sales force without success. Their intention was to gather hospital specific data in collaboration with hospital staff and enter it into the model, but the model suffered some shortcomings that inhibited widespread use. It was too technical and could therefore only be applied by a few experts within the company. There was no way to give the hospital controlled access to the model and there was no management overview of how the model was being used.

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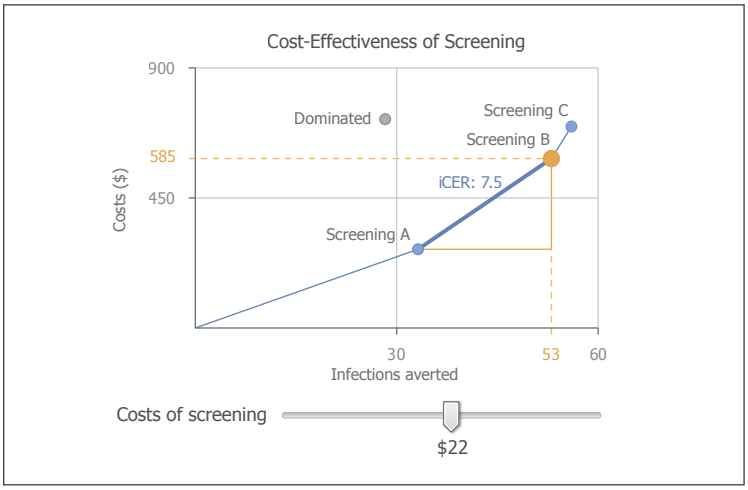

SOLUTION

The cost-effectiveness model was imported into BaseCase Interactive making the model instantly available to the global sales force. The user-friendly interface minimized training requirements. Because BaseCase Interactive is a web-based system, sales representatives could also be remotely trained and assisted to use the tool. A workspace was created for each hospital to hold all hospital specific data and model results, that could be shared by multiple users, making remote communications between sales visits easy. More users could be added to the workspace as the sales process progressed.

The management cockpit gave the regional and global product managers a comprehensive overview of how the sales force was using the model: it showed the number of active hospitals, the model outcome for each hospital and a history of actions.

At a certain point in the sales process, selected individuals in the hospitals were given higher level access to the model. Hospital staff could now run their own best-case and worst-case scenarios and further customize the analysis to their hospital, making the model 'their own', thus building confidence and credibility. Interactive visualization was used to make data easy to understand.

Graphs and results were exported as a Microsoft Word document. This document served as the starting point of a business case report, that was presented to hospital management. Graphs could be directly used in a Microsoft Power point presentation.

RESULTS

BaseCase Interactive allowed easy access to an economic model from anywhere. It transformed an existing economic model into an effective sales support tool for a globally operating sales force. It streamlined communications between hospital staff, sales representatives, product managers and external experts, making the sales process more efficient and more effective.

Contact us for a demonstration at your organization.

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