

# Optimising visualisation and communication in an app-based cost-consequence model

## What our client needed

Our client had a cost-consequence model in Excel that had been developed by their internal global market access team. They were seeking an agency to re-build this model as an interactive digital app for use in the field.

## How we supported them

Our health economists began by simplifying the underlying calculations and overall flow of the model. Working with our internal value communication analysts and digital developers, they re-built the model as an iPad-based app.

The app was developed to optimise visualisation and communication, so that UK field teams would be able to easily use the cost-consequence model in presentations to healthcare decision-makers.

## The outcome

Following good utilisation in the UK market, the client's global market access team asked us to support other affiliates across Europe to adapt the model for their local markets and ensure the experiences of what worked well in the UK app could be adapted and applied in other markets.

## How we added value

Following this work, we were contacted by the Canadian affiliate to create a new model, for the same product, for their market using local real-world data. We were able to easily apply the knowledge and experience from our work in Europe to this model and exceed the client's expectations.