



Principal Consultant

Tanja Babic



With nearly a decade of experience in medical writing, Tanja draws on her background in academic research and writing to develop compelling value stories across a variety of therapeutic areas. She has experience developing value dossiers, clinical summaries, value briefs, and slide decks, as well as executing systematic literature reviews. During her academic career, she authored 20 peer-reviewed publications and taught physiology at Penn State College of Medicine. At Stratenym, Tanja draws on her communications expertise to ensure the messaging behind the data comes through consistently and clearly.

Tell us a bit about your area of expertise.

I specialize in value communications for pharmaceutical products. This involves analyzing unmet needs in the therapeutic area, understanding challenges faced by patients, and communicating how products can address these needs.

What has been the highlight of your career so far?

It is difficult to choose a single highlight, but one of the most enjoyable aspects of my work is that every project is unique and provides an opportunity to learn. I am also very fortunate to work with innovative therapies that have the potential to drastically change the treatment landscape. I always keep in mind that these therapies can provide hope for patients who previously had no treatment options as a reminder of why our work is meaningful.

In your expert opinion, what is the greatest obstacle in your field and what advice would you give to clients to overcome it?

With increasing demands on healthcare systems, communicating product value and differentiating products in the marketplace has become increasingly complex—it is no longer enough to simply show the safety and effectiveness of a product for it to succeed in the market. For some payers, societal value and impact on current practice are important considerations for reimbursement decision-making. I would advise companies to familiarize themselves with payer perspectives in their target markets and consider their market access strategy as early as possible so that R&D and HEOR activities can be aligned with unmet needs in the therapeutic area of interest.

Is there something new in the field that you're really excited about?

I am excited to see how AI is going to change the drug development process, and to what extent it will be embraced. If used effectively, AI has the potential to substantially speed up all aspects of drug development and help bring life-saving therapies to patients faster. However, use of AI also raises a host of new ethical issues. I am very interested to see how issues such as data privacy and security, reliability, fairness, and transparency will be dealt with in the coming years.