

Turning Challenges into Positive Recommendations

THE CHALLENGE

When an HTA agency resists a product, the stakes couldn't be higher. One of our clients faced this situation when a European agency issued more than a dozen objections to their health-economic vendor's model in their submission. For the client, this was a mission-critical moment.

THE STRATENYM SOLUTION

STRATENYM never backs down from a challenge, and in this case, we became an extension of the client's team. We partnered with them in a series of intensive brainstorming sessions, working side by side to address every single objection with rigor and precision. Our approach was both diplomatic and persuasive:

- Building arguments grounded in the latest literature and clinical trial data
 - Drawing on input from expert clinicians to strengthen credibility
 - Drafting all responses to ensure the language was tactful, authoritative, and meticulously referenced
- Throughout the process, we were fully invested in the outcome—not just as consultants, but as collaborators committed to securing success.

THE SUCCESSFUL OUTCOME

Armed with clear, evidence-based rebuttals to every objection, the client submitted a set of responses that transformed the dialogue with the HTA agency. The result? A reversal of the agency's position and a positive recommendation for the product.

This case exemplifies our role as a true partner: embedded within our clients' teams, invested in their success, and relentless in finding solutions—even when the odds seem stacked against them. Our collaborative approach to problem-solving builds long-term trust, as clients know we'll stand shoulder-to-shoulder with them in the moments that matter most.



“...somehow you’ve managed to deliver amazing work under high pressure while maintaining calm and good humor amid all the drama.”

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