

DR. ADITI BABEL

Digital Health & Clinical Genomics
London, United Kingdom

Summary

Doctor/ GP-in-training and Author of GenomicsForDummies.com, with an MSc in **Genomic Medicine** and a special interest in **Digital Health** and **Personalized Medicine**. Aside from clinical and research work, I have experience within the pharmaceutical industry, student leadership, and marketing/ comms. I am particularly interested in work within pharmaceutical and digital health space.

Key Competencies

- Medical knowledge with clinical experience
- Research and pharmaceutical industry experience
- Digital literacy and writing/ communications
- Creative problem-solving

Education

MBChB – Bachelor of Medicine, Bachelor of Surgery
2014 – 2020 at the *University of Sheffield, U.K.*

Recipient of a £20,000 Merit Scholarship

MSc Genomic Medicine [Intercalation]
2017 – 2018 at the *University of Sheffield, U.K.*
Graduated with Honors (Merit)

Dissertation:

Establishing genes differentially expressed in lymphoblastoid cell lines from slow- and fast- progressing ALS patients.

Work Experience

GP TRAINEE/ RESIDENT DOCTOR – Imperial College Healthcare NHS Trust – London, U.K. – Current

- General Practice & Community Psychiatry at Charing Cross Hospital (Aug 2023 – current)
- Geriatrics & Dermatology at St. Mary's Hospital (2023)
- Obstetrics & Gynecology at Chelsea & Westminster Hospital (2022)
- General Practice, General Surgery, & Neurology/ Stroke at Harrogate District Hospital (2022)
- Geriatrics/ COVID-19, Trauma & Orthopedic Surgery, & Cardiology at Leeds Teaching Hospitals (2021)
- Interim Foundation Year 1 Doctor in Acute Internal Medicine at Barnsley District General Hospital (2020)

MEDICAL AFFAIRS INTERN – Pfizer HQ (Walton Oaks) – London, U.K. – June 2019

- Worked within a **Medical Affairs** team (Essential Health: UpJohn division) with 2 Medical Affairs Executives.
- Produced clinical research summaries to inform market strategy for non-communicable disease therapies.
- Also: synthesized grant proposals and feedback and prepared presentations for other Pfizer operational divisions.
- Completed a literature review examining **the use of AI strategies in optimizing medication adherence**.
- **Published in Frontiers in June 2021:** <https://doi.org/10.3389/fdgth.2021.669869>

PHARMACOKINETIC MODELING RESEARCH INTERN – Simcyp, Certara – Sheffield, U.K. – March 2017

- Integrated and processed literature values of gastric emptying rates and its impact on drug absorption.
- Generated an extensive dataset of gastric emptying rates in a Japanese population for further interpretation.
- Worked on Simcyp's proprietary Physiologically-based Pharmacokinetic (PBPK) modeling software to optimize outcome reliability.

DATA RESEARCH INTERN – The Royal Hallamshire Hospital - Sheffield, U.K. – Aug 2015

- Retrospective study of 40 pulmonary arterial hypertension (PAH) patients supervised by Dr. Andrew J Swift.
- Evaluated link between change in RAC (relative area change) of pulmonary artery (PA) and PAH progression using PA segmentation from MRI scans & investigated the reliability/ reproducibility of PA segmentation to predict mean pulmonary arterial pressure (mPAP) values as a potential diagnostic tool for pulmonary arterial hypertension.

Other Activities

ADDITIONAL COURSES – Coursera, Digital Learning Platform

- Case Studies in Personalized Medicine – Vanderbilt University, Sept 2020
- Viral Marketing and How to Craft Contagious Content – University of Pennsylvania, June 2016

MEMBER OF THE NAFA RESEARCH TEAM – South Yorkshire Surgical Research Group – Sheffield, U.K. – Sept 2018 – Jan 2020

- Conducted a systematic review to evaluate functional outcomes following operative and non-operative interventions in the management of Weber C ankle fractures.
- Poster presented at the ASiT International Conference 2019.
- **Published in the Journal of Foot & Ankle Surgery in Jan 2020:** <https://doi.org/10.1053/j.jfas.2019.06.005>

NORTHERN REGIONAL COORDINATOR - Students for Global Health (SFGH) – U.K. – Apr 2018 – August 2019

- **Overall management of 8 branches** including Lancaster, Leeds, Liverpool, Newcastle, Sheffield, and Hull-York.
- Facilitate inter-branch communications, administer branch training, represent Northern branches within the SFGH National Committee, and heavily contribute to the SFGH long-term development plan and national operations.

FREELANCE WRITER – Current

MEDICAL WRITING:

- Author of the 'Genomics For Dummies' blog – www.genomicsfordummies.com

PUBLISHED BOOKS:

- Poetry memoir titled 'Unsettled' (ISBN-10 1980647860)

COMMISSIONED ARTICLES:

- 2020 – Staff Writer for the Festival of Genomics by Front Line Genomics: Speaker Interviews.
- 2019 – *Ascent Magazine* (Feb 2019) by Shanghai American School: "More than just a Doctor".
- 2019 – International Baccalaureate Community Blog: "Vulnerability is Brave and Beautiful".
- 2018 – Medic Mentor Magazine (Issue 6): "Why I Changed My Mind: Student".
- 2016 – Student Job Blog: "Being an innocent Brand Ambassador".

PROMOTIONAL STAFF, ENGAGEMENT MARKETING

- **Missguided (2019):** Worked alongside the client and a team of 15 full-time marketing staff to deliver a multi-city coordinated campaign with a free-burger van and pop-up clothes shop to increase brand awareness on campus.
- **Typo (2018):** Part of a 4-person student team to increase brand awareness on campus and maximize social reach amongst students by encouraging engagement with a branded photo booth, achieved over 85 social media uploads.
- **ASOS (2016):** Part of a 5-person student team to obtain ASOS sign-ups at a promotional event on campus—increased brand awareness by distributing personalized merchandise and achieved 1,551 new sign-ups.

STUDENT BRAND MANAGER & MARKETING INTERN – Innocent Drinks – Sheffield & London, U.K. – 2015-18

- Event planning and networking with influencers and store managers to increase brand presence on campus.
- Digital and social media marketing using the *innocent* brand voice to promote the brand to students.
- Managing brand expectations and positioning to maximize brand value and increase sales.

REFERENCES AVAILABLE UPON REQUEST.

ARTICLES AVAILABLE AT ADITIBABEL.COM.