

PXM & the Evolution of Digital Patient Engagement

Presented by the MAPS Digital Strategy FAWG

Presenters



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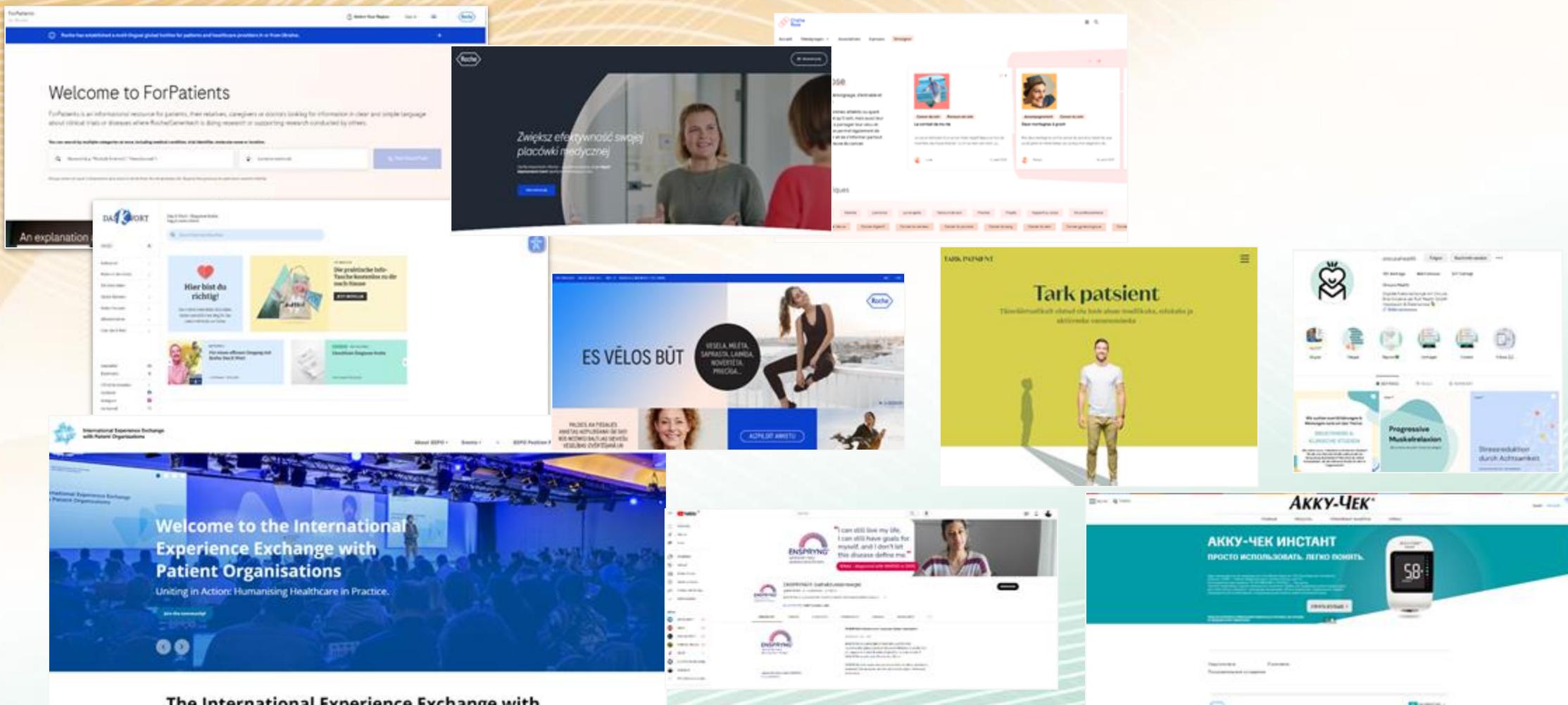
Where do patients and healthcare companies interact?

Potential interactions along the patient pathway

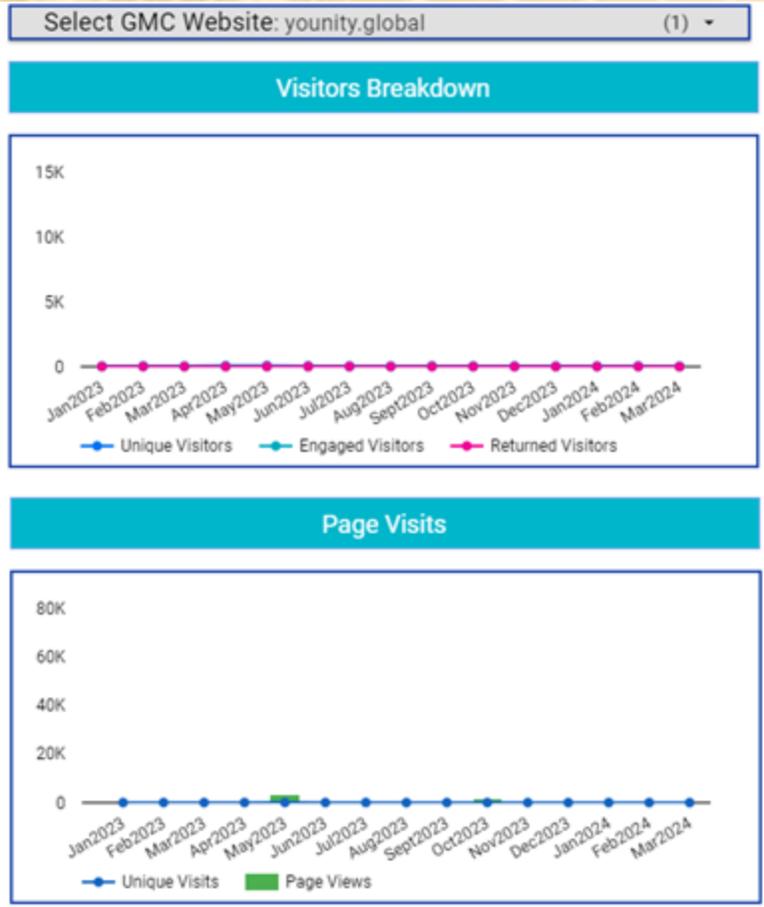
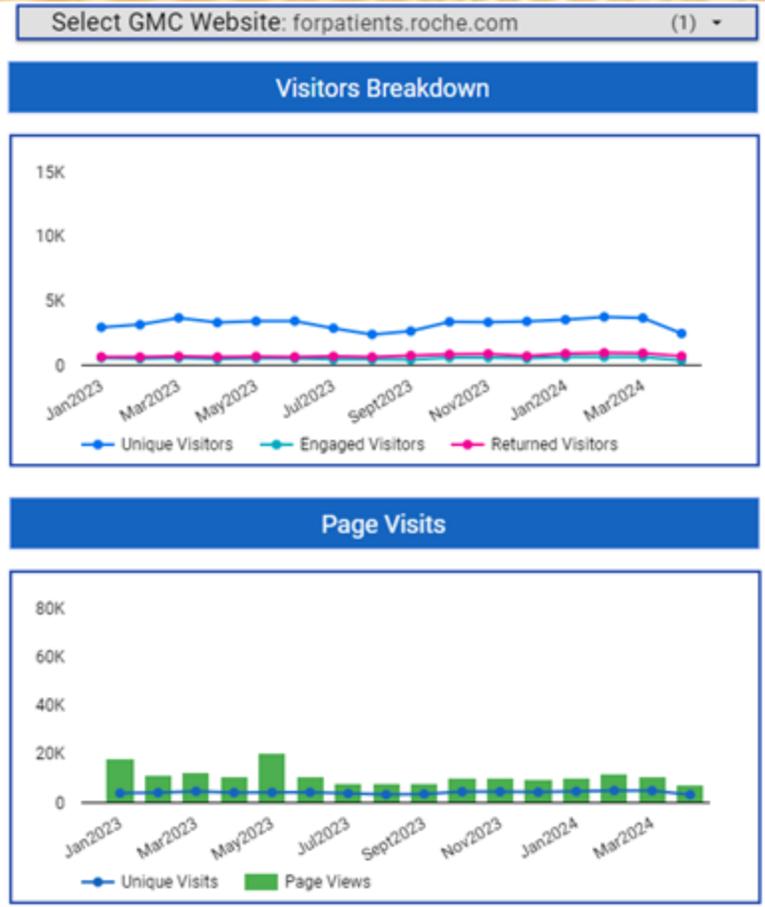


Today's Roche digital touchpoints for patients

Exemplary visualization of the current situation

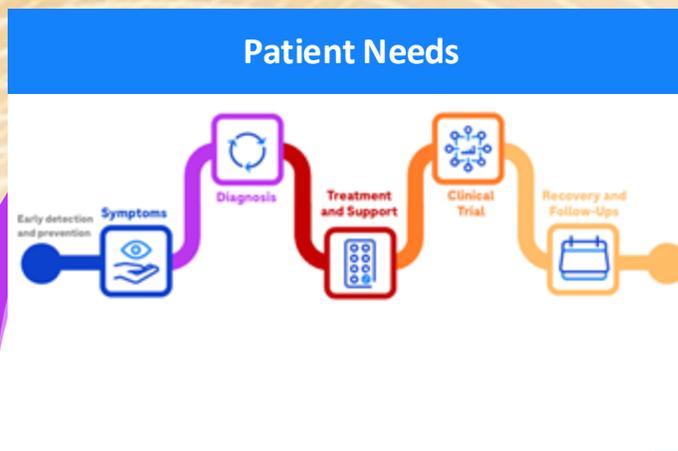


Cross-Portfolio opportunities are missed



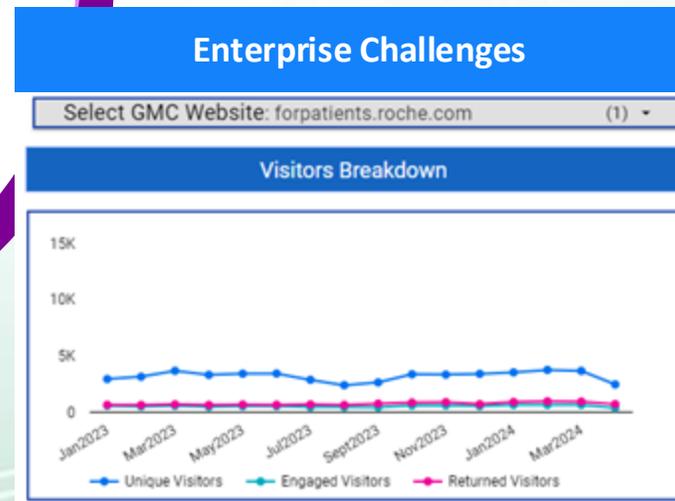
Exemplary data from GMC Dashboard:
 comparison of cross portfolio website forpatients.roche.com vs single DA website younity.global

Triple Challenges? - Triple Win!



Challenges from our Ecosystem

A collage of various digital marketing assets, including social media posts, website banners, and email newsletters, illustrating the complexity of the ecosystem.



Digital Patient Experience (DPX) Vision Statement



The digital patient experience offered by Roche enables patients to make informed health decisions with their experts.

Opportunities

We build trust between patients and Roche



Personalised
and focused on the moment
that matter with



Support Patients throughout their
journey, where we are a credible partner
with our portfolio



Empower Patients
We take patients serious and empower
them with an up2date, science-based
experience, that is delivered continuously
and consistently

through a personalised omnichannel approach



Seamless Unity
deliver an experience aligned with our vision
statement, which focuses on our offerings in
diagnosis and treatment together

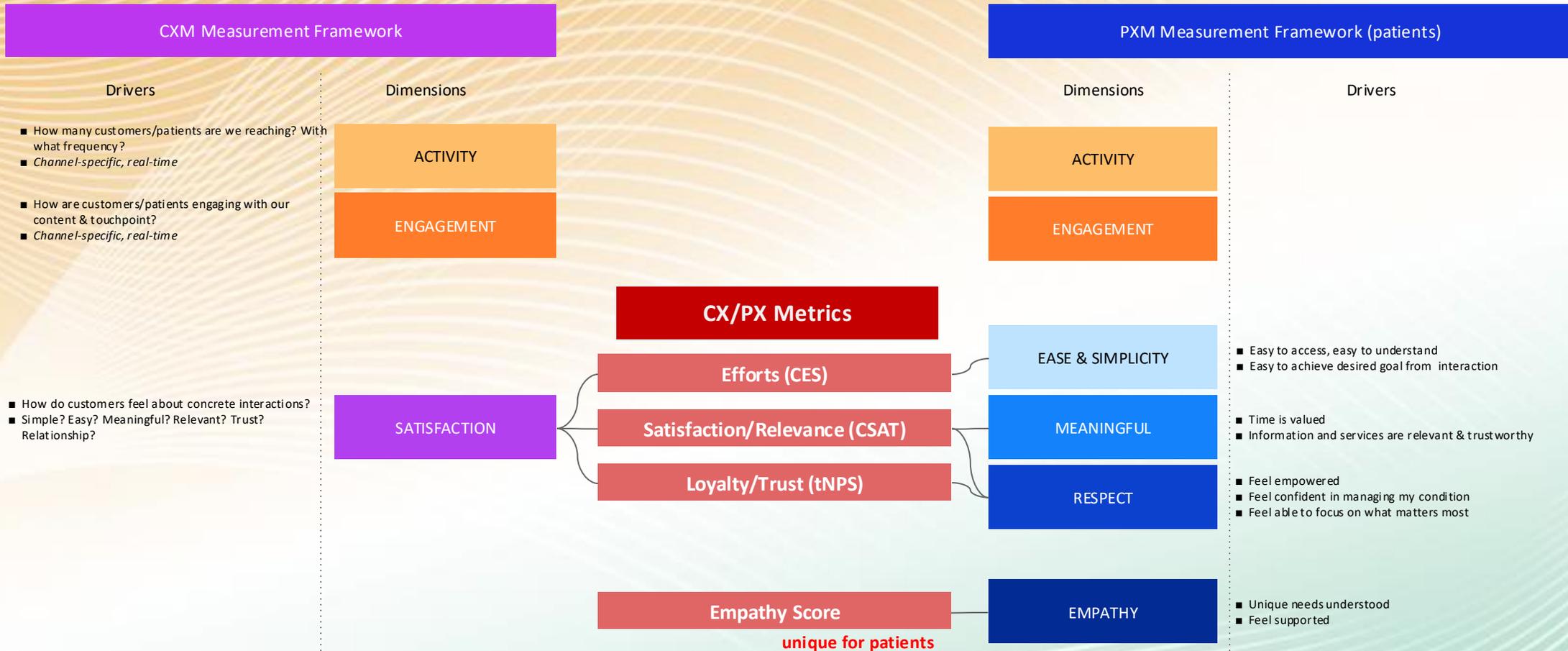


Unlock Potential
experiences are created and delivered
collaborative with Patient Organisations,
Caregivers and HCPs



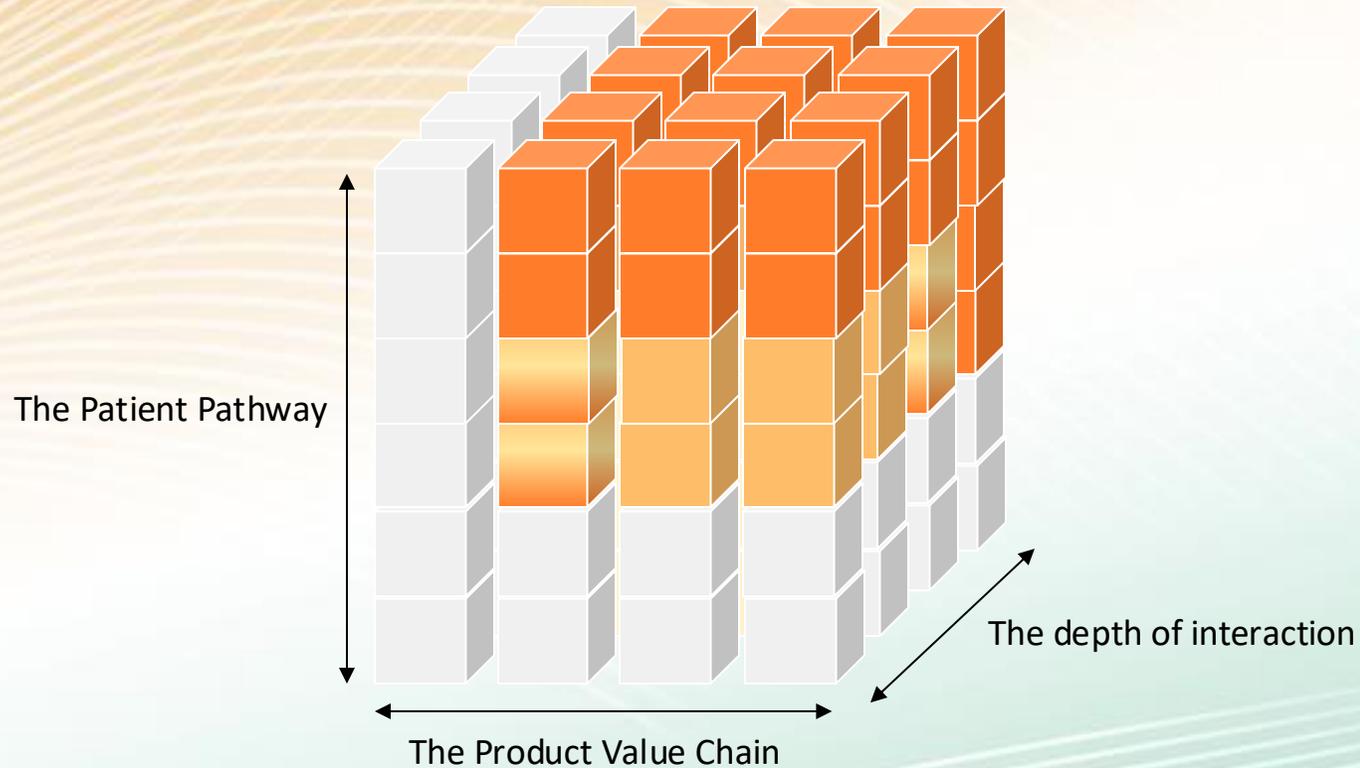
Effortless Access
360- Degree Delivery of Accurate
Information to Patients

Core & common CX/PX metrics established at Roche Pharma



DPX is leading to a connected experience

Our Digital Patient Experience offering will be shaped along three primary dimensions



DPX Strategy will build trust between patients, society and Roche

DPXS Guiding Values	
	<p>Co-created experience</p> <ul style="list-style-type: none"> Continuously involve patients and caregivers in shaping and improving our digital patient experience.
	<p>Collaborative approach</p> <ul style="list-style-type: none"> Ensure experiences are created and delivered collaboratively with Patient Organizations, Caregivers, and Healthcare Professionals, striving for recognition as a company known for exceptional experiences. Break down silos to promote collaboration, continuity, effectiveness, efficiency, and long-term impact.
	<p>Mindful of experience</p> <ul style="list-style-type: none"> Reuse and upscale strategic, high-value patient engagement initiatives and solutions, continuously developing them iteratively.
	<p>Think long-term and united as OneRoche</p> <ul style="list-style-type: none"> Deliver an experience aligned with our vision statement, focusing on our offerings in diagnosis and treatment together.

DPX will change the way Roche interacts with Patients

From

To

Fragmented & unguided ecosystem of 1300+ Roche digital touchpoints, lacking a clear E2E PX approach, and do not cover the needs of patients & caregivers holistically across their pathway from diagnosis to care management across the portfolio & value chain

A unified OneRoche approach for a comprehensive & integrated omni-channel ecosystem, that ensures seamless and integrated offerings across Roche Pharma and Roche Diagnostics, providing a guided and consistent digital experience for patients

Failing to support appropriate health literacy for patients, caregivers and communities due to scattered knowledge & information

Enabling patients to make informed health decisions, based on confidence & trust in Roche

Difficult for patients to get the information desired at moments that matter

Desired information is always easy to access and use, also supporting confidence & trust in the therapy

Taking assumptions ... and using fragmented activity metrics

Consistent & simple corporate PXM metric is providing proof of real-life effectiveness & guidance for smarter investments

Mainly science and facts driven

Patient experiences, needs and expectations driven

Doing now what patients need next