

# Fórum medicínskej diagnostiky 2019

*Roche Cervical Cancer Awareness Campaign & Roche Digital Solutions*

*Christian Dangl*



*Inovácia prostredníctvom medicínskej hodnoty a laboratórnej efektivity*



# Roche Digital Diagnostics

*Tailored to your particular needs*



## Digital Communication

HPV & CaCx Prevention Awareness Campaign



## cobas<sup>®</sup> infinity lab solution

Addressing the ever-changing lab environment



## Roche Remote CareGiver

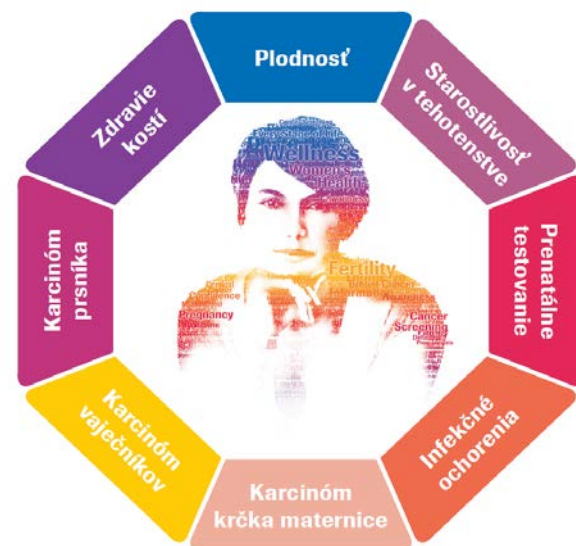
Personalizing remote service



## Digital Pathology

Empowering precision diagnosis

# Women's Health Portfolio



## Prenatálny skrining

- Harmony – prenatálny test
- Bitest: PAPP-A, voľná  $\beta$ -HC

## Gynekologické nádory

- HE4
- CA 125
- HPV DNA

## Osteoporóza

- P1NP
- PTH
- Vitamín D
- $\beta$ -CrossLaps
- Osteokalcín

## Menopauza

- AMH
- Estradiol
- FSH
- LH

## Kontroly počas tehotenstva

- Anémia
- HCG
- Vitamín D
- Sexuálne prenosné choroby
- Markery štítnej žľazy
- TORCH

## Preeklampsia

- sFit – 1/PGF

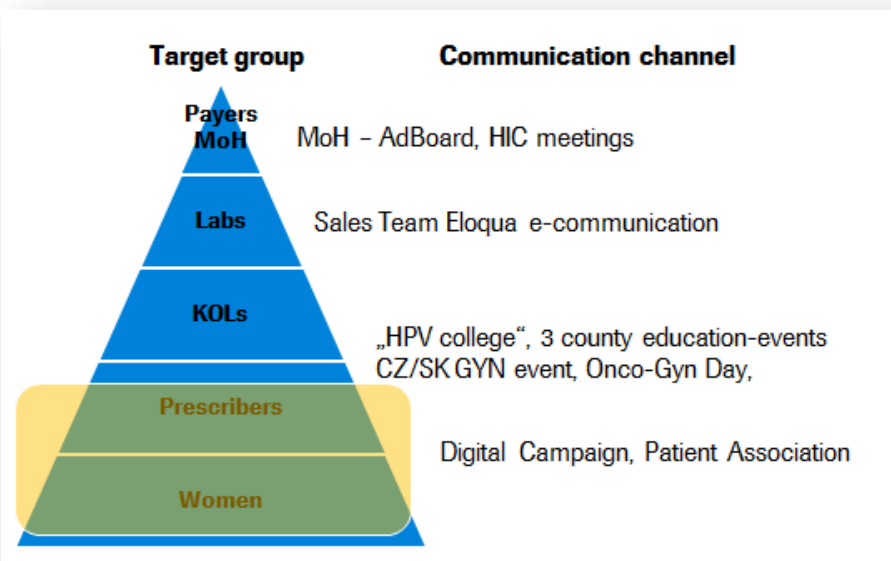
## Fertilita

- AMH
- FSH
- LH
- Progesterón
- Estradiol
- Prolaktín

# Digital HPV & CaCx Prevention Awareness Campaign 2019



*First steps into digital direct-to-patient interaction*



„Take care of your future. Now!“

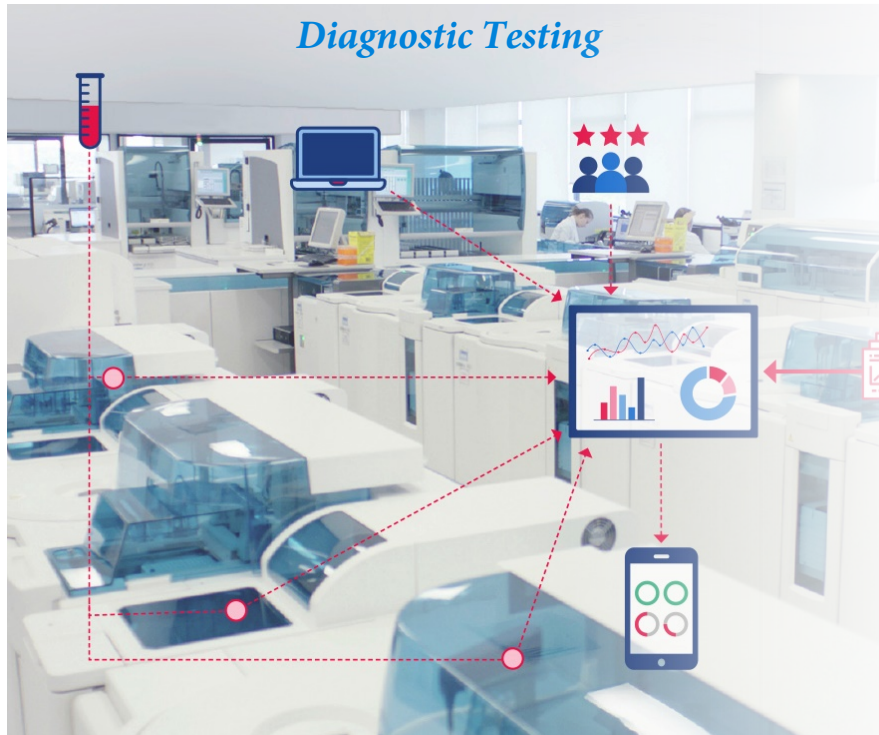
<p><b>Partners</b></p> <p>“No Cancer” Patients organization</p> <p>SK Gynecologists Association External Agency</p>	<p><b>Layout / concept</b></p>
<p><b>Targeted Audience</b></p> <p>Ladies 30-65 years old (1,8 Mio)</p> <p>KOLs, Gynecologists</p>	<p><b>Channels</b></p> <p>INFLUENCER MARKETING</p>

# Digital Transformation Strategy for Roche Diagnostics





# Digital Transformation Strategy for Roche Diagnostics



- 1** Lab operations
- 2** Customer communication & support
- 3** Test interpretation
- 4** Insights based on IVD test data

# Lab operations



Sample workflow engine



Lean result validation



**Track samples from pre- to post-analytics**

**Search samples and see processed flow**

**Monitor TAT for specific samples, routine or STAT**

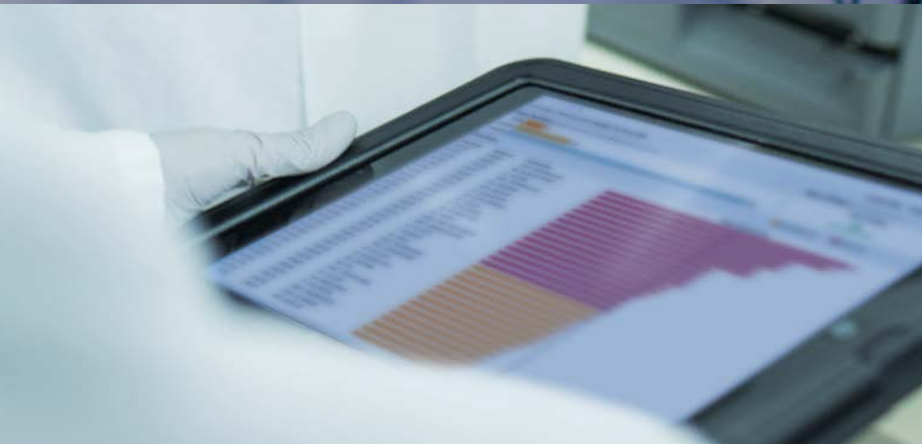
**Route history across all locations**



## Experience intelligent analytics

Empower proactive process improvements and optimize operational decision-making with VIEWICS LabOPS™ dashboards. Achieving the greatest impact requires looking across a variety of metrics.

- Workflow metrics
- Volume and Turnaround Time Trending
- Instrument Utilization
- Custom Authoring Capabilities



Everyday efficiency

Transparency

Productivity

Productivity and efficiency of your  
personalized insights.



### REDUCE TEST OVERUTILIZATION

Act on testing with little or no diagnostic value which may cause delays in patient discharge or additional visits.



### REDUCE TEST UNDERUTILIZATION

Analyze ordering patterns across sites and departments to ensure appropriate test utilization.



### DRIVE PHYSICIAN COLLABORATION

Provide utilization management committees with actionable data to drive change within physician communities.

### Roche Remote CareGiver

*Minimize unexpected downtime and make the most of your time*

Remote service that's right there with you



Remote Support



Digital Updates



Proactive Maintenance

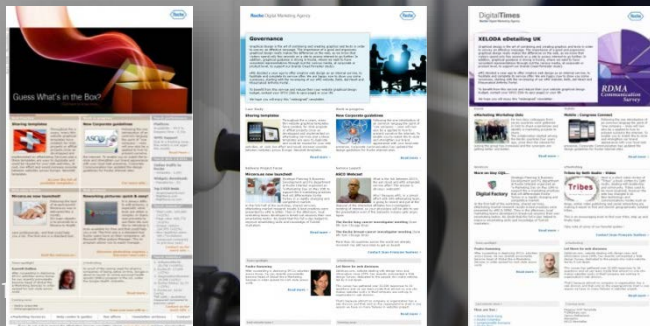
**Experience next-generation service that ensures instrument performance, reliability and confidence.**

## e-Customer Notifications and Updates

*Moving toward more efficient communication*

### E-newsletters...

- ✓ recent product information and new developments
- ✓ Upcoming events and congresses
- ✓ targeted and tailored to your interest





**Roche Digital Pathology**  
*Enable a faster diagnosis  
with digital slides  
and image analysis*



Collaborate faster and further



Control cost



Improve efficiency

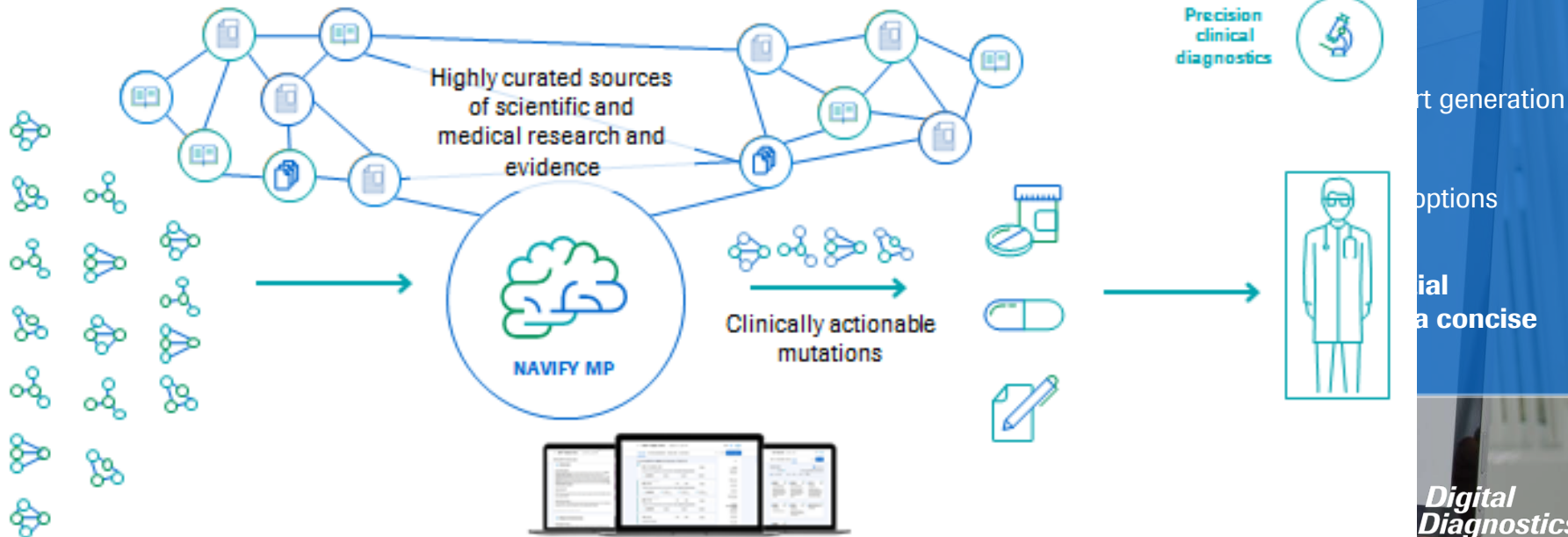


Enable precise diagnosis

**Empowers pathologists with solutions that help deliver personalized healthcare through precision diagnosis.**



Reduce curation time





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*Doing now what patients need next*