

Improving access: overcoming barriers
Roche's commitment to sustainable healthcare



Our role *is to deliver medical solutions that significantly improve people's lives now, even as we develop innovations for the future.*

Our approach *is to develop local solutions, in partnership with local stakeholders, tailored to local needs, to provide sustainable improvements in health and in healthcare.*

Our aim *is for every person who needs our products to be able to access and benefit from them.*

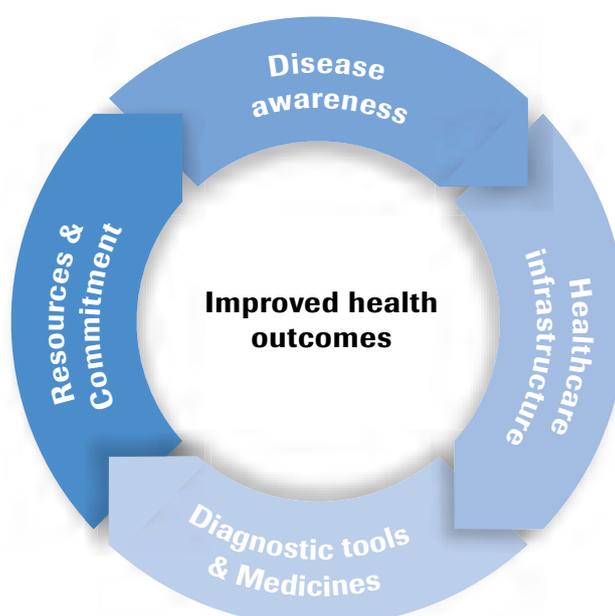
Access to healthcare

A global challenge

Significant breakthroughs in diagnosing and treating serious diseases, as well as improvements in the delivery of healthcare, have steadily improved health outcomes and increased life expectancy in recent decades. However, universal access to medical innovation and quality healthcare remains a global challenge. Healthcare resources and the demands on those resources vary widely from country to country, and even within countries. In some regions, the most sophisticated new medicines and diagnostic tests are readily available, while in others the healthcare infrastructure is so limited that basic medical care is still a luxury. These gaps may be growing as a rise in chronic diseases, combined with an ageing population, increased unemployment and economic pressures further aggravate inequalities in access to healthcare.

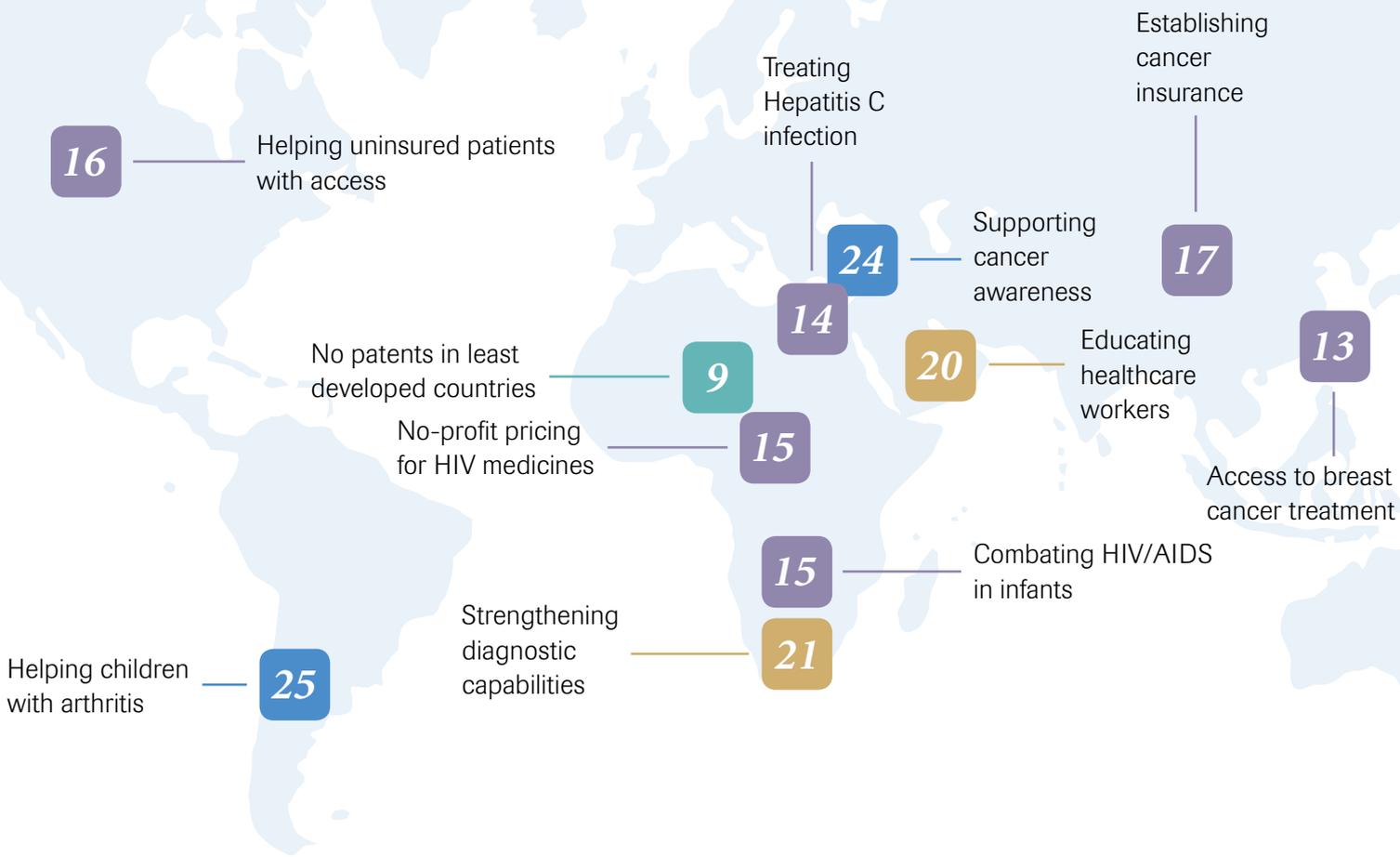
Improving access to effective, quality healthcare requires a combination of products, services, systems and resources in order to preserve or improve health, including:

- adequate awareness and understanding of disease,
- functioning healthcare systems and services (e.g. hospitals, clinics and laboratories), trained healthcare workers, along with screening and patient support programmes,
- safe and effective medicines and diagnostics, clinical guidelines how to use them and reliable supply channels,
- financial resources and government commitment to prioritise healthcare.





Some of our activities around the world



7 Delivering innovation

Our primary contribution is to develop new medicines and diagnostics that deliver significantly better treatment than those currently available. Our aim is to provide sustainable value by improving people's health and by bringing clear medical and economic benefit to healthcare systems and society.



11 Improving affordability

As affordability can be a barrier for patients and healthcare systems, we work closely with payers and other stakeholders to demonstrate the value of our products and determine reimbursement. We are also exploring new pricing models to help public and private payers, as well as self-pay patients afford treatment.

Jointly addressing the barriers

Shared responsibility

Finding equitable and sustainable solutions to the global barriers to healthcare can only be achieved through persistent commitment and action by multiple stakeholders. It requires all players – public authorities, non-governmental stakeholders, local communities and the healthcare industry – to work closely together.

Whilst governments have primary responsibility for establishing and maintaining healthcare systems, the healthcare industry plays an important role in improving health. As a global healthcare company, Roche shares a responsibility to tackle the challenges of improving health outcomes.

To succeed, we must jointly develop innovative, sustainable ways to bring effective and affordable healthcare to people and improve health outcomes.

Sustainable solutions, tailored locally

Our products only benefit patients if they can access them. To achieve this, we work in various capacities with many different partners to reduce barriers that prevent people from being diagnosed or treated with our medicines. Our overriding objective is improved health outcomes.

Rather than adopting a single global approach, we pursue sustainable and comprehensive solutions that are tailored to local healthcare needs. These include a range of products and services, taking into account income levels, disease patterns and causes, political commitment to healthcare and healthcare infrastructure.

We seek to maintain a business model that is financially sustainable, balancing the needs of all stakeholders with our commitment to improve access. We focus our activities in the following areas:

- Delivering innovation
- Improving affordability
- Strengthening healthcare infrastructure
- Increasing awareness and patient support



19 Strengthening healthcare infrastructure

Functional healthcare systems, availability of facilities and trained healthcare professionals are critical for the effective use of tests, medicines and the delivery of quality care. We support a number of programmes aimed at making lasting improvements in local capabilities and help in developing sustainable healthcare systems.



28 Increasing awareness and patient support

Health education and patient support is as important to a patient's outcome as proper medical diagnosis and treatment. We help increase public health awareness and advance the prevention, early detection and monitoring of diseases. Our aim is to empower people to safeguard and manage their own health.





Delivering innovation

Sustainable value

For nearly 120 years, Roche's primary contribution to improving global healthcare has been researching and developing new medicines and diagnostic tests that deliver significantly better treatment than those currently available. Only by continuing to create value through innovation can we continue to redefine the standard of care and continue to improve health outcomes.

Our products deliver value through therapeutic as well as economic benefits. For example, many of our products can make healthcare delivery more efficient through improving the mode of administration, or reducing the time patients spend in hospital. In addition, advances in science have led to Personalised Healthcare (PHC), where an accompanying diagnostic test is used to identify patients most likely to respond. This helps us to optimise the benefit for patients and ensure more efficient use of healthcare resources.

Our aim is to provide sustainable value by improving people's health and by bringing clear medical and economic benefit to healthcare systems and society.

Innovating science in areas of high medical need

Our research and development (R&D) efforts are focused on translating our scientific understandings into new treatments in the areas of oncology, infectious diseases, cardiovascular diseases, metabolism and neuroscience.

These disease areas are of epidemic concern globally. As life expectancy rises and lifestyles change they are expected to remain among the greatest burdens, affecting millions of people worldwide. According to the World Health Organisation (WHO), the biggest threat to health in low- and middle-income countries will be posed by chronic diseases such as cancer, cardiovascular disease, diabetes and mental disorders.

Roche is helping drive global efforts to reduce the burden caused by these diseases.

Read more about our R&D activities (www.roche.com/research_and_development)

Using Personalised Healthcare to target treatment

Personalised Healthcare (PHC) aims to provide therapies that are tailored to different subgroups of patients. For some diseases, our diagnostic tests can identify those patients most likely to respond to a specific treatment or those more at risk of side effects caused by specific drug interventions. This helps physicians decide whom, how and when to treat their patients to deliver safer, more efficient treatment alternatives and ensure more efficient use of healthcare resources.

Diagnostics play a key role in developing targeted medicines and in combining drugs with sophisticated tests that assess whether a patient is likely to respond to treatment. Today, over 60% of our new compounds are developed in conjunction with a diagnostic test.

Read more about PHC at Roche (www.roche.com/personalised_healthcare)



‘The immediate combination of diagnosis, therapy and monitoring of treatment success in Hepatitis B infection is a major step forward. This increases the benefits for our patients enormously.’

Prof. Henry Lik-Yuen Chan

Director, Cheng Suen Man Shook Centre for Hepatitis Research; Director, Centre for Liver Health, The Chinese University of Hong Kong, Hong Kong, China.

Helping patients access new medicines

Each of our medicines must undergo a series of robust clinical trials to determine its safety and effectiveness before receiving approval by regulatory authorities. Every year around 320,000 people worldwide participate in our clinical trials, receiving standard of care treatment and potential access to our new medicines.

It is not possible, however, for all patients who might benefit from a new medicine to enrol in a clinical trial. Similarly, it is not possible to have clinical trials for all potential disease settings.

Roche understands the interest of those living with serious or life-threatening conditions in accessing new medicines as soon as possible. So under specific circumstances, and in compliance with applicable laws, Roche provides patients with pre-approval access to medicines outside of clinical trials and before regulatory approval.

Read more about Roche clinical trials (www.roche.com/clinical_trials)



Developing essential medicines

Twenty-four medicines developed by Roche are included in the WHO Model Lists of Essential Medicines. Twenty-two of these are patent-free and include life-saving antibiotics, anti-malarials and chemotherapeutics.

The WHO core list contains medicines believed to be required for a basic healthcare system, including the most efficacious, safe and cost-effective medicines for priority conditions. The WHO Model List serves as a guide for the development of national and institutional essential medicine lists.

[Read more about our medicines on the WHO Model List of Essential Medicines \(www.roche.com/ath_who\)](http://www.roche.com/ath_who)

Sharing intellectual property and our on-going legacy

Patents temporarily confer an exclusive right to market new products. This protection ensures that innovation is rewarded and the search for novel treatments continues. When the patents for a product expire, the information needed to manufacture it becomes freely available for others to use for local generic production.

Over 100 million people are treated each year with Roche medicines that are off-patent but still manufactured by us. Many millions more receive generic versions of these medicines that are manufactured by other companies. This legacy is another way that Roche and other healthcare companies are providing a lasting contribution to world health.

Off-patent Roche medicines that have changed treatment paradigms and continue to contribute to global health long after patent expiry include:

- Lariam (mefloquine) and Fansidar (sulfadoxine/pyrimethamine) for malaria,
- Rimifon (isoniazid) for the treatment of tuberculosis,
- Radanil/Rochagan (benznidazole) for Chagas disease, and
- antibiotics Bactrim (co-trimoxazole) and Rocephin (ceftriaxone).

We have also donated compounds and expertise in malaria drug development to the Medicines for Malaria Venture, and in 2003 we donated all the rights and technology to manufacture benznidazole for the treatment of Chagas disease to the Brazilian government.

No patents filed in the poorest countries

We recognise that flexibility around patents in some of the poorest countries can help broaden access to medicines. For that reason, we do not file for new patents or enforce existing patents in least developed countries (LDCs), as defined by the United Nations, or in low-income countries (LICs), as defined by the World Bank. We also do not file or enforce patents for any antiretroviral HIV medicines in sub-Saharan African countries, where HIV/AIDS affects over 22.5 million people.

Not applying patents in these regions enables generic versions of any Roche medicine to be produced and distributed in these countries without applying for a license. In addition, through our Technology Transfer Initiative we also help manufacturers in these countries to produce generic versions of our products.





Improving affordability

Value-based pricing

When bringing a product to market, we work closely with governments, insurers and other healthcare providers to determine its value. This enables us to demonstrate the value of the product to patients, their families, healthcare professionals, payers and society in general, in order to gain appropriate reimbursement. We consider numerous factors when determining value, including:

- the effectiveness of our medicine or diagnostic test,
- other medicines or diagnostics used to treat or test the same disease,
- future investment needed to discover new medicines and diagnostics,
- how to ensure that our products get to the people who need them,
- affordability of our product to healthcare systems and individuals.

However, we recognise that the value of our products can vary across different geographies, along with the ability of healthcare systems and individuals to pay for them. Therefore we are exploring new pricing models that are tailored to the dynamics of each healthcare system, rather than a uniform pricing structure. These models include:

- securing reimbursement through commercial arrangements and/or differential pricing,
- assisting out-of-pocket paying patients through patient assistance programmes,
- contributing to the development of health insurance coverage.

Our aim is to find solutions that allow us to continue to invest in the research and development of products that can transform patients' lives, while balancing the needs of our stakeholders and our commitment to improving access.

We are open to discussing new approaches to pricing our medicines with payers in settings where regulatory conditions permit, such as for combinations of biologic treatments, indication-based pricing or linking prices to treatment outcomes. These approaches are complex and require governments, insurers and industry to work together closely in developing new reimbursement models.

Commercial arrangements

We offer a range of reimbursement agreements to support efforts to make our products more widely available in each market. These include volume discounts and rebates, capping the total cost-per-patient per year, through to pay-for-performance models where we refund the cost if the disease has progressed faster than anticipated.

Differential pricing

In low- and middle-income markets economic growth is not necessarily matched by improvements in healthcare infrastructure and funding. People may have access to quality healthcare in the private sector, where incomes are higher. The situation in the public health system can be very different, however. In countries with little private insurance or public reimbursement, people must pay the majority of costs themselves.

To address this disparity, we are piloting a number of differential pricing models, including local packaging or second brands of our products, in partnership with local manufacturers and government organisations. The aim is to tailor prices to the needs of patients and healthcare providers across countries, and within population segments, based on their ability to pay.

The programmes include reduced prices to governments to facilitate reimbursement for medicines prescribed through public healthcare systems. The programmes may also incorporate diagnostic tests, education of healthcare professionals and general awareness programmes as part of a packaged solution geared to local needs.

We are establishing differential pricing programmes in a number of countries for some of our therapies, including Pegasys (Hepatitis B and C), MabThera (non-Hodgkin lymphoma and chronic lymphocytic leukaemia) and Herceptin (HER2-positive breast and gastric cancer).

Whilst differential pricing improves access to healthcare in many regions, there are still many challenges around its implementation. Global solidarity is needed to ensure that lower prices granted to low- and middle-income countries are not taken advantage of by high-income countries. This way, countries contribute to investing in future innovation in line with their economic ability. We welcome inter-governmental action to ensure that price referencing and parallel trade are not used beyond country groups of similar economic development levels. This would support increased use of differential pricing in resource-limited countries and improved access to innovative medicines.



Philippines
Area¹: 300,000 km²
Population²: 97 million



Linking prices to ability to pay in the Philippines

New pricing model for breast cancer drug increases number of patients receiving treatment

In the Philippines, there is limited public funding of healthcare. Around 20% of the population have medical insurance plans through their employer; the other 80% have to pay out of pocket. The government-owned Philippine Healthcare Insurance Corporation (PhilHealth) provides basic national healthcare coverage, however, it does not include treatment with biologics. As a result, less than 10% of patients with HER2-positive breast cancer received treatment with our targeted therapy, and a large number of patients could not adhere to the full treatment duration due to cost.

To help people who are financially constrained we established the Roche Patient Access Programme. Physicians refer patients to the programme, who are then assessed by an independent third party for their ability to pay. Qualified patients receive a discounted price for Herceptin, our targeted treatment for HER2-positive breast cancer, based on their financial status. This differential pricing improves access to our products for poorer patients without impacting the price for patients able to pay out of pocket.

In addition, we have established programmes to create awareness of the need for HER2 testing and to improve testing accuracy.

As another way to improve healthcare coverage, we have partnered with Philam Life Insurance, Pru Life Insurance and five health management organisations to develop cancer insurance programmes.

By assisting with affordability and improved testing, physicians can diagnose and treat more patients with HER2-positive breast cancer. Over 30% of patients who may not have received treatment now receive Herceptin through the discount programme. And more patients are able to complete the full treatment duration.

Differential pricing through second brands

One way to enable differential pricing is through the use of second brands. Second brands are the same as the original product, except they are packaged and commercialised under different names. They are manufactured at the same sites and subject to the same quality control as the original Roche product, but are produced for use in a specific country. Second brands are provided at a reduced price in return for reimbursement in the public healthcare segments.

We are working with a number of governments and local partners to introduce second brands where local regulatory and legal requirements allow.

Supporting local manufacturing

In a number of countries we partner with local manufacturers for end-stage manufacturing and distribution of our products, enabling us to introduce differential pricing arrangements. We work with governments, local manufacturers and distributors to share our manufacturing techniques and supply chain management practices through skills training and technology transfer. This helps build or expand local infrastructure, increases expertise, provides employment as well as strengthening relationships with key stakeholders.

Our aim is to help them develop locally appropriate capabilities to ensure safe, reliable delivery of high-quality, cost-effective medicines to the people who need them.



Egypt
Area¹: 1,001,450 km²
Population²: 81 million

Expanding access to Hepatitis C treatment in Egypt

Introduction of a second brand enables government to provide public access to treatment

Egypt has one of the highest burdens of Hepatitis C virus (HCV) infection, with a 10% prevalence of chronic HCV infection among persons aged 15–59 years. This leads to a high mortality from chronic liver disease, cirrhosis and hepatocellular carcinoma, the most common type of liver cancer. Due to budget constraints, the Egyptian government was unable to treat all patients with Pegasys, Roche’s primary treatment for HCV.

In 2006 Roche started working with the government to establish a national project for treating chronic Hepatitis C. Part of the project included packaging Pegasys locally and under a different trade name, Pegferon. This allowed us to introduce differential pricing within Egypt, with Pegferon available at a significantly reduced price to the government, compared to the form sold in the private sector under the Pegasys brand. Our aim was to enable greater access to our medicine in the public sector.

Since the project launched in 2006, over 110,000 patients have been treated with Pegferon who otherwise may not have received treatment. In addition, this has increased confidence in our first brand, Pegasys, leading to its increased usage in the private-payer market. This pilot helped strengthen Roche’s relationship with the Ministry of Health and with both public and medical societies, and has become a model that we are evaluating for application in other countries and therapeutic areas.



No-profit pricing for HIV medicines in the poorest countries

In resource-limited countries, the cost of medicines and diagnostics is one of many barriers to medical care. These countries can also be the hardest hit by diseases such as HIV/AIDS. To help people access our diagnostic tests and medicines we have introduced no-profit or reduced-profit pricing for our HIV products in countries where resources are scarcest and the need for treatment is greatest.

We supply our second-line protease inhibitor Invirase (saquinavir) for treating HIV/AIDS at no-profit prices to least developed countries and to sub-Saharan Africa. We also supply Invirase at significantly reduced prices in lower middle-income countries, where HIV/AIDS is a growing problem.

In 2013, through a purchase agreement with the Medicines Patent Pool, we further reduced the price for Valcyte (valganciclovir), our oral medication for treating AIDS-related cytomegalovirus retinitis, for use in HIV patients in treatment programmes led by non-governmental organisations. This makes it 90% cheaper for 138 developing countries, including a number of middle-income countries such as India and China.

Through our programmes we offer prices similar to or below those of generic medicines for 87% of people living with HIV/AIDS worldwide.

Read more about our approach (www.roche.com/ath_no-profit_pricing)

Combating HIV/AIDS in resource-limited countries

Strengthening local capabilities and providing affordable diagnostic tests

Diagnosis and monitoring are as essential to effective HIV/AIDS treatment as medicines. The earlier a diagnosis is made, the better the results of treatment. In infants born of HIV-positive mothers, early diagnosis is critical in determining HIV exposure and initiating treatment as soon as possible. And patients on anti-retroviral therapies need to have their HIV viral load levels measured so doctors can monitor disease progression and make adjustments to the treatment if patients become resistant.

However, limited testing infrastructure, long travel distances and technological limitations often result in people not returning to collect their test results, or even being tested in the first place.

To address these barriers, we introduced the AmpliCare programme in 2002. This multi-faceted programme operates in sub-Saharan Africa and in parts of South America and Asia where the disease burden is the highest, and includes:

- a novel method for gathering and transporting blood samples using dried blood spots, which can be sent for testing via the post,
- text message (SMS) technology to send results back to rural clinics,
- building laboratory capacity and enhancing skills of lab technicians to support quality testing,
- differential pricing for HIV diagnostic tests.



Working in partnership with local communities and hospitals and international agencies such as UNICEF, UNITAID, the Clinton Health Access Initiative, Inc., AmpliCare is building and equipping laboratories, training healthcare workers, and diagnosing and monitoring HIV/AIDS patients.

Patient assistance programmes

In a number of markets, patients have to pay out of pocket for our products as they are not reimbursed or only partially reimbursed. To help patients either start treatment or continue for the full treatment duration, we offer patient assistance programmes ranging from helping gain insurance coverage to providing free medicines or co-pay support for those in financial difficulties.

Even in countries with advanced healthcare systems, many people cannot afford treatment, including those with personal insurance plans, which may not fully cover treatments. To ease this barrier, we offer programmes to both the underinsured and uninsured that provide access to our medicines.

Helping patients in the USA access our medicines

Genentech Access Solutions helps more than 100,000 fully insured, underinsured and uninsured patients with access issues each year

The United States does not have a universal public healthcare system. While many people have health insurance through private or government-sponsored plans, some people are underinsured or without insurance.

Genentech, a member of the Roche Group, runs several programmes in the US to help with patient access once a Genentech medicine is prescribed.

Genentech Access Solutions helps insured patients navigate the complexities of health insurance coverage by explaining what their policy covers and what they need to pay for, and by helping them to find payment support programmes where possible. Genentech Access Solutions also assists eligible patients who cannot afford their out-of-pocket co-payments through either a Genentech co-pay card or through referral to a co-pay assistance foundation for financial assistance.

The Genentech Access to Care Foundation (GATCF) was established to provide free medicines to patients without insurance or who are denied coverage. Patients must meet certain financial and medical criteria to receive their medicine free of charge. The Foundation provides support to around 40,000 uninsured patients every year.

Since 1985, when its first product was approved, Genentech has donated more than USD 3.5 billion in free medicine through the GATCF and other product donation programmes. Genentech has supported a number of independent, non-profit co-pay assistance foundations with more than USD 930 million in donations since 2005.

For further information see: www.gene.com/patients/patient-access



USA
Area¹: 9,826,675 km²
Population²: 318 million



Improving health insurance coverage

A system of broad private or public health insurance is essential to improving access to medicines and diagnostics. Indeed, health insurance is one reason that modern medicine is available in many countries. More recently, economic growth has enabled emerging countries to establish their own systems of health insurance.

While healthcare policy is a government responsibility, businesses can also contribute to developing healthcare coverage. Roche is working closely with local insurers in a number of countries, such as Brazil, China, the Philippines, Mexico, Peru and Russia, to help broaden health insurance policies to include comprehensive cancer care.

Developing healthcare coverage for cancer care in China

Collaboration between Roche and major insurance companies to develop affordable cancer policies

Like many countries, China is facing a sharp increase in cancer rates. Cancer is now the number one killer in urban areas and the second leading cause of death in the country. An ageing population, pollution, heavy smoking and the adoption of a Western lifestyle mean that cancer will remain a major health issue in China for the foreseeable future.

As there is limited public reimbursement or private health insurance in China, most cancer patients have to pay for their treatment themselves. Until recently, insurance pay-outs did not fund adequate medical care for cancer, and local insurance companies lacked the information to develop such policies.

In recent years Roche has worked with local Chinese insurers to improve health insurance coverage. Through our worldwide contacts with hospitals, laboratories and healthcare networks, we provide local and global data on cancer treatment options and cost analysis to the insurance companies. Our efforts have enabled companies to determine an appropriate pay-out for treatment and to launch affordable cancer insurance policies that cover access to hospitals and doctors, and best available treatment.



In addition, in association with the insurance companies and a number of third parties, we provide additional services such as cancer awareness and prevention programmes, treatment and care follow-up and support.

Over 12 million oncology insurance policies have been sold, providing holders with a level of comfort of receiving appropriate care, if and when needed. Future developments include the Green Channel Access plan which helps insured patients to get seen quicker by the relevant doctors. Roche is bringing insurers and hospitals together to develop this.





Strengthening healthcare infrastructure

Investing in local capabilities

Functional healthcare systems, availability of facilities and trained healthcare professionals are critical for the effective use of tests and medicines and delivery of quality care. Lack of any one of these components can prevent people from being able to access medicines and diagnostics, particularly in some of the world's poorest countries.

To help overcome these barriers, Roche has established a number of programmes aimed at making lasting improvement in healthcare systems. These range from educating and training healthcare professionals and regulatory personnel, to investing in clinics and laboratories and strengthening local manufacturing facilities and supply chains.

Our focus is on increasing local capabilities, as we believe this provides the most sustainable way of addressing local health needs and helping develop healthcare systems for the future.

Educating and training healthcare professionals

We use our expertise in various disease and product areas to support programmes that improve healthcare workers' knowledge. We focus on increasing understanding in areas such as disease pathways, treatment options and their appropriate use, product safety and general healthcare.

Our activities range from producing education and training materials, to hosting or sponsoring medical congresses and supporting professional networks. Additionally, we are involved in establishing quality control and training programmes in the laboratory setting to promote accurate diagnostic testing, which is the basis for a majority of healthcare decisions.

Educating healthcare workers in Saudi Arabia

Project Outreach raises awareness of cancer and improves screening in vast remote area

About 80% of Saudi Arabia's population of 28 million live in urban areas, where most of the specialised oncology centres are located. However, expertise in oncology is lacking in the country's vast rural area, which covers some 2.1 million square kilometres. Health services are usually provided by general practitioners, family advisers or gynaecology-obstetrics units. Consequently, many cancer patients living in rural or remote areas die without being diagnosed, or they are referred to a cancer centre in a major city with late-stage disease.

Project Outreach is an initiative between Roche, the Ministry of Health of Saudi Arabia, key opinion leaders and national cancer associations, such as the Saudi Cancer Society. Started in 2013, the project aims to ensure that people living in remote areas are properly diagnosed and referred to specialists early enough to receive treatment.

The project includes a dedicated team of eight medical educators who travel remote areas of Saudi Arabia. The team's role is to raise awareness of cancer, improve screening by local healthcare workers and provide referral information regarding cancer treating physicians in major cities.

Project Outreach activities have included organising a breast cancer symposium for primary care physicians in Madinah, where physicians were briefed on the fundamentals of cancer diagnosis, surgical treatment and chemotherapy by specialists from Saudi Arabia's leading hospitals.

The project also helped support the opening of a new breast cancer clinic in the main hospital in Bisha.



Saudi-Arabia
Area¹: 2,149,690 km²
Population²: 28 million



Strengthening diagnostic capabilities in Africa

Purpose-built training centre to increase much needed laboratory services

One of the greatest healthcare challenges for Africa is not developing diagnostic tools or providing treatments, but is in having enough trained healthcare workers to manage these tools effectively. 50–70% of clinical decisions depend on accurate laboratory diagnosis, so having reliable diagnostic capabilities is critical.

To address the lack of trained diagnostic workers and laboratory capacity, we opened the Roche Scientific Campus in Johannesburg, South Africa, in 2012. The training centre aims to provide:

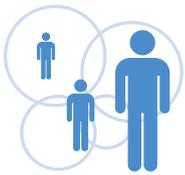
- hands-on, certified training courses for lab technologists and engineers,
- general lab management training for managers and policy makers,
- education on health and scientific topics for healthcare professionals and scientists.

The facility boasts five self-contained laboratories with the latest technological tools in chemistry, haematology, molecular biology, tissue diagnostics and sequencing. Training is conducted by certified trainers and experts, in collaboration with local and international organisations.

In 2012 Roche and the U.S. President's Emergency Plan for AIDS Relief (PEPFAR) formed a five-year partnership to strengthen training for diagnostics workers in Africa. The goal is to improve laboratory services, including certification courses for pathologists, molecular diagnostics and quality management. The partnership will include collaboration with the African Society for Laboratory Medicine, increasing the sustainability of the partnership.







Increasing awareness and patient support

Helping people manage their health

Improving access to medicines and diagnostics is vital, but still not enough to improve global healthcare. A holistic approach of health education, awareness and patient support is also critically important to a patient's long-term outcome. With that in mind, we support local community partners to run screening, awareness and counselling programmes, and help empower people worldwide with the knowledge to safeguard and manage their own health.

Supporting patient organisations

Patient organisations are important partners for Roche. They provide a forum for people to meet each other, share experiences and provide on-going support for patients, their relatives and friends. In turn, as the voice of the patient, these organisations help us understand what it is like to live with a disease, the challenges facing patients and their families and the role that diagnostics and treatments play in managing disease.

This guides us in developing new medicines and in our clinical trial programmes, in seeking regulatory and reimbursement approvals, and providing patient support. They also provide insight into how we can assist healthcare professionals in helping them support their patients.

We work with a wide range of patient organisations covering specific medical conditions such as cancer, as well as with organisations that strive to respond to the broad needs of patients. We share a common interest in helping patients manage their disease, including receiving timely and equitable access to treatment.

Read more about working with patient organisations and the organisations that Roche supports (www.roche.com/patient-groups)

Increasing awareness of disease

We work with patient groups, hospitals and health organisations around the world to increase awareness of diseases such as cancer, rheumatoid arthritis, hepatitis, osteoporosis and diabetes. We also conduct screening programmes for the early detection of these diseases. And we publish newsletters, magazines and other publications aimed at helping people make healthy choices and changing behaviours to prevent disease.

We produce information for patients, families and caregivers who operate counselling services to help them understand diseases and the proper use of our products. Additionally, we develop websites that provide the latest information on diagnostic tests and treatment options.



Helping reduce cancer mortality in Turkey

Investment in early diagnosis and screening centres along with support of awareness programmes to help in the fight against cancer

Awareness of the importance of prevention and early diagnosis in increasing the chances of survival is paramount in fighting cancer. Improving knowledge of health and building healthcare capacity is a priority for the Turkish Ministry of Health. To create new models in cancer control and reduce cancer mortality rates, the ministry built Cancer Early Diagnosis Screening and Training Centres (KETEMs) throughout the country.

The KETEMs are equipped with the latest diagnostic equipment and conduct screening programmes for breast, cervical and colorectal cancer. The centres also serve to drive awareness of the importance of prevention and early diagnosis in cancer.

In 2009 Roche supported construction of a KETEM in the capital city of Turkey, Ankara. Today it is one of about 120 KETEMs integrated into government hospitals throughout the country, each rendering services for populations of 250,000.



As part of the drive to raise awareness and encourage people to visit KETEMs, Roche supported the nationwide Blue Bicycle: Hit the Road for Cancer Early Diagnosis campaign in partnership with the Turkish Bicycle Federation and Ministry of Health. Participants in the bike ride completed six laps of a course that passed through 26 cities where local medical doctors in each city conducted cancer seminars for the public.



Providing patient support

Supporting patients throughout their treatment journey can be as important as supplying them with the right medicines. With that in mind, we sponsor counselling programmes, maintain product websites and other forms of support to patients, their family, friends and caregivers.

In addition, we operate counselling centres and telephone help lines and coordinate services to improve treatment compliance and rehabilitation. Many of our activities focus on educating people about the importance of taking their medicines exactly as prescribed. These activities not only tie into our aim to improve health awareness, but also prevent waste of healthcare resources through suboptimal use of medicines.

We help healthcare professionals demonstrate the need for, and assist patients with, adhering to treatment regimens through patient support programmes, reminder text messages, treatment diaries and 24-hour call lines, amongst other activities. We have product websites with features that include automated reminders to patients for taking their medication and access to trained nurses and information on how to live with a disease and medical side effects.

Our activities are designed to help people understand, manage and live with their disease, their treatment and any side effects, and return them to an active lifestyle and/or work.

Helping children with juvenile arthritis in Argentina

Guide to juvenile idiopathic arthritis published, providing valuable information for parents, teachers and caregivers

Arthritis affects one in every 1000 children and adolescents, and those affected have painful, stiff joints, which make it difficult for them to carry heavy items such as schoolbags. Juvenile idiopathic arthritis (JIA) is the most common form of arthritis in children, and differs significantly from arthritis commonly seen in adults.

Although JIA is a chronic disease, access to appropriate treatment is vital so children can enjoy a normal life with reduced risk of future disability. Additionally, there is a need for clear, accurate information about the disease, treatment and the key role played by both teachers and caregivers, to help support youngsters who suffer from JIA.

To provide a general understanding of how a child relates to JIA, and deliver useful tools to help improve their daily lives, we developed and published a guide to JIA, in conjunction with physicians from Pedro Elizalde Hospital.

The first such guide to be published in Argentina, the material's high visual and narrative impact helps to explain the illness and, thus, improves the quality of life of children suffering from it. The guide's five easy-to-read chapters, and an appendix with games, provide ideas on how to explain the disease to a child and general information for parents, teachers and caregivers.

Argentina
Area¹: 2,780,400 km²
Population²: 41 million

Doing now what patients need next

We believe it's urgent to deliver medical solutions right now – even as we develop innovations for the future. We are passionate about transforming patients' lives. We are courageous in both decision and action. And we believe that good business means a better world.

That is why we come to work each day. We commit ourselves to scientific rigour, unassailable ethics, and access to medical innovations for all. We do this today to build a better tomorrow.

We are proud of who we are, what we do, and how we do it. We are many, working as one across functions, across companies, and across the world.

We are Roche.



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