

Stakeholder engagement

Our stakeholders are the millions of people around the world who benefit from our products or share some of the risks of our business.

They are: patients and the medical community, employees, shareholders, governments and regulators, non-governmental organisations, local communities, suppliers and business partners.

Building and maintaining relationships with these groups helps us better understand and respond to their concerns. We consider their views in our business strategy and operational decisions, to create maximum benefit for them and our company. The table below lists our stakeholders, the interests we share, and how we engage with them.

Engaging with our stakeholders

Stakeholder group	Key issues of interest	Examples of engagement in 2007
Patients	<ul style="list-style-type: none"> • Patient safety and product quality • Access to healthcare • Ethical practices in clinical trials • Clear and reliable product information 	<ul style="list-style-type: none"> • Clinical trials (www. Roche-trials.com) • Collaborations with patient groups • Resource materials • Global awareness campaigns • Websites, e.g. www. accu-chek.com
Healthcare professionals and medical community	<ul style="list-style-type: none"> • Clear and reliable product information • Patient safety and product quality • Access to healthcare • Ethical practices in clinical trials • Responsible marketing 	<ul style="list-style-type: none"> • Clinical trials (www. Roche-trials.com) • Global awareness campaigns • Events, workshops and congresses • Face-to-face meetings • Product and specialist websites
Healthcare payers	<ul style="list-style-type: none"> • Patient safety and product quality • Access to healthcare • Value and cost-effectiveness • Medical evidence/clinical trial results 	<ul style="list-style-type: none"> • Clinical trial dossiers • Face-to-face meetings • Joint support for third-party community health education initiatives
Governments and regulators (local, regional and national)	<ul style="list-style-type: none"> • Public health policy and legislation • Patient safety and product quality • Health economics and cost-effectiveness • Medical benefits (e.g. personalised healthcare) • Responsible marketing and compliance • Transparent and reliable information 	<ul style="list-style-type: none"> • Lobbying activities to help shape public health policy and regulations • Membership of industry organisations • Events, workshops and congresses • Provision of Roche expertise • Direct engagement, website and reports

Stakeholder group	Key issues of interest	Examples of engagement in 2007
Employees	<ul style="list-style-type: none"> • Rewards and benefits • Training and development • Performance management • Equal opportunities • Work-life balance • Health and safety 	<ul style="list-style-type: none"> • Internal communications and intranet • Performance reviews • Trade unions and works councils • Employee volunteering • Employee surveys and internal suggestion schemes • Employee welfare and sabbatical programmes
Investors	<ul style="list-style-type: none"> • Financial performance • Shareholder return • Corporate governance • Sustainable business strategy • Risk and opportunity management • Research and development pipeline 	<ul style="list-style-type: none"> • Annual general meeting • Quarterly sales performance reports • Meetings, events and road shows • Responses to investor questionnaires • Regular investor updates • Website: www.roche.com/investors
Suppliers and business partners	<ul style="list-style-type: none"> • SHE policy, infrastructure and performance • Sustainable business model • Long-term partnership 	<ul style="list-style-type: none"> • Questionnaires • On-site audits • Assistance and training for suppliers
Non-governmental organisations (NGOs) and interest groups	<ul style="list-style-type: none"> • Access to healthcare • Patient safety and product quality • Ethical business conduct • Human rights • Animal welfare in research • Open and transparent dialogue 	<ul style="list-style-type: none"> • Face-to-face dialogue • Partnership programmes • Sharing expertise and/or funding • Events and congresses • Membership of trade associations
Local communities	<ul style="list-style-type: none"> • Job opportunities • Contribution to society • Avoidance of noise and local pollution • Science education 	<ul style="list-style-type: none"> • Health education programmes • Direct involvement in local events • Support for science education • Sponsoring local activities
The media	<ul style="list-style-type: none"> • Financial performance • New product launches • Access to healthcare • Product quality 	<ul style="list-style-type: none"> • Press releases • Media events and briefings • Interviews • Journalism awards • Published financial results • Website: www.roche.com/media
The scientific community	<ul style="list-style-type: none"> • Innovation in healthcare through research collaborations • Education and training • Ethics in research and development • Animal welfare in research 	<ul style="list-style-type: none"> • Collaboration with scientific institutions • Sponsorships and post-doctorate jobs • Research publications • Medical congresses • Educational material and support • Knowledge sharing



A woman suffering from depression

Central nervous system diseases. One of the areas of greatest unmet medical need worldwide. CNS diseases are a major research focus at Roche. We have a number of drugs for Alzheimer's disease, schizophrenia and depression in early clinical development.