

HEADLINER

From product to experiences to achieve better outcomes
powered by AI



Marco Giannitrapani

VP Global Data & Analytics (Commercial)
Roche

From Product to Experiences

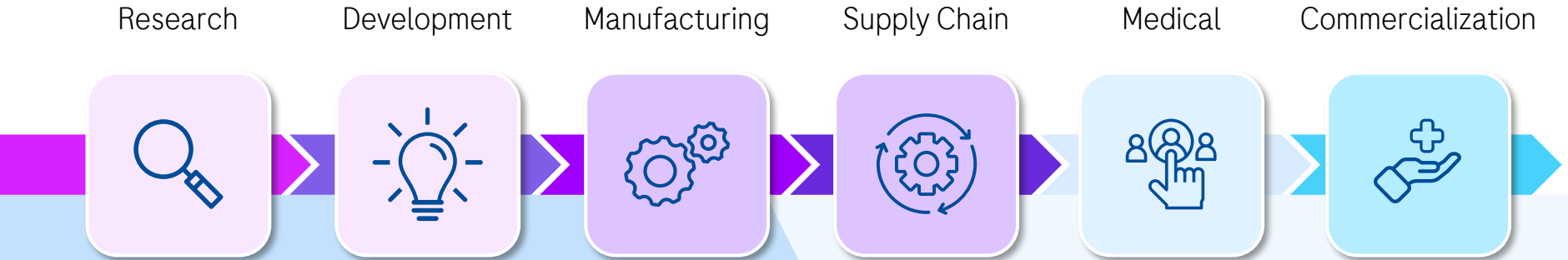
New ways to achieve better outcomes, powered by AI

Marco Giannitrapani

VP and Head - Advanced Analytics and Business Insights, Roche



Strong clinical profiles are necessary but not sufficient to ensure better outcomes



From innovative treatments



...to personalised customer experience

- Patient's medical needs
- Clinical Efficacy & Safety
- Efficient Clinical Operations

- Personas and pain points
- Customer Journeys
- Omnichannel experiences

Roche is creating superior experiences for Physicians and Patients engagement to unlock enormous value

PHYSICIANS

Customer Experience Centre

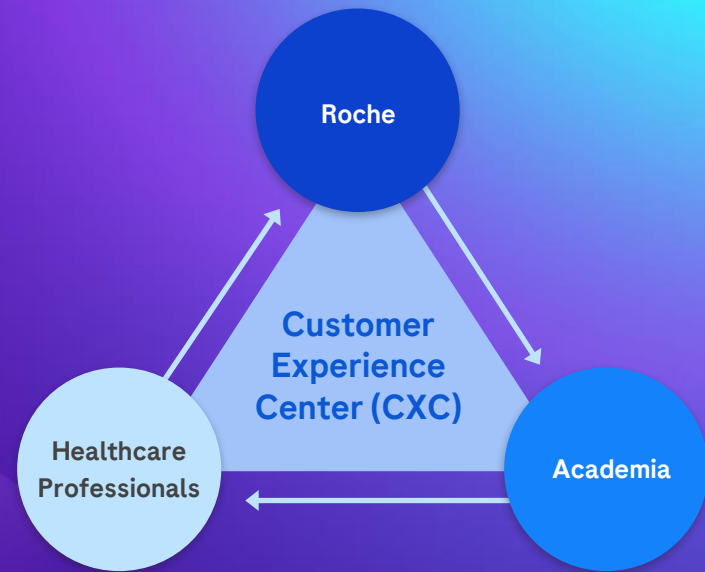
Transforming the way physicians experience scientific insights

PATIENTS

ALIA - DigiCouncillor

Improving outcomes for Lung Cancer Patients with assistance from Digital Councillor





The **Customer Experience Center (CXC)** reflects the company's mission to empower communities with **scientific insights** and support informed **healthcare decisions**

A person is shown from the chest up, holding a VR headset over their eyes. Their hands are positioned on the sides of the headset. The background is a vibrant mix of purple and blue. Numerous small, glowing white and blue particles are scattered throughout the scene, particularly concentrated around the person's hands and the VR headset, suggesting a digital or futuristic environment.

**Creating a space where the
digital world and the physical
world converge is what the
Roche CXC wants to achieve**

Examples that can create seamless customer experiences in person and virtual

Tools for HCPs & Patients



Visualise disease pathways, drug-action in the human body, and co-create better solutions and treatment plans

Disease & Drug Education & Awareness



Interactive virtual disease and drug journey educational materials



Speaker programs

Interactive & virtual Speaker programs enabling effective ways of communication



HCP Collaborations & Engagements

VR/AR based discussions to deliver effective and insightful messages to HCPs



Academia

- **VR/AR/XR Hardware & Software developments**
Collaborate with external partners and academic researchers to leverage latest technological solutions
- **Personalised Customer Experience**
Using Data and Analytics as the core to create personalized and modular customer experience
- **Scalable solutions from local to global**
Easily scalable solution by generating marker and and QR code based 3D real world experience
- **Gen AI**
Generative AI kiosk supporting any product based questions to support patient needs as a self service

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The image features a soft-focus background of a sunset or sunrise over a body of water. Two hands, one from a lighter-skinned person on the left and one from a darker-skinned person on the right, are reaching towards each other. The word "Alia." is superimposed in the center in a large, blue, sans-serif font. The period at the end of the word is a small red semi-circle.

Alia.



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Making our Customer Experience (CX) as transformative as our science

