

Roche Enhances Medical Communication Strategy with Permea Publications

CHALLENGE

While publications have always been crucial for Roche, the in-depth analysis of patient-generated data was not systematically accomplished so far. Traditionally, Roche would employ data partners or use registry data for topics related to care reality.

The integration of patient-generated data marked a significant advancement, as this additional data source, when combined with clinical study and registry data, offered deeper insights into the real world of patient care, presenting a more comprehensive picture.

SOLUTION


Roche partnered with Temedica to leverage the Permea Monitor and Permea Publications, integrating vital patient-generated app data such as PRO data from the indication-specific Brisa app:

- 1. Novel Perspective:** With the Permea Monitor, Roche accessed additional real-world health data that were pre-aggregated and processed, bringing unique, disease-specific insights.
- 2. Comprehensive Data Repository:** Temedica's vast range of data sources acted as a one-stop-shop, offering Roche direct insights into patient experiences, especially through the Brisa app's rich patient-generated data.
- 3. Direct Data Interaction:** By incorporating the Permea Monitor into their suite of resources, Roche has enhanced its capability to navigate through intricate data sets with unparalleled efficiency.


OUTCOME

- 1. Enhanced Credibility:** Observations indicate that the use of the Brisa app may have improved communication platforms with customers, implying the possibility of better interactions with healthcare professionals and more informed patient care decisions, hinting at an enhanced credibility.
- 2. Positive Reception:** The utilization of Permea Publications within the scientific community appears to have the potential to foster richer scientific discussions and collaborations. Their inclusion in healthcare professionals' presentations and citations may indicate their emerging success and influence.


"The depth and clarity of real-world insights provided by Temedica have transformed our understanding of patient needs and experiences. This closer patient connection is invaluable in shaping our strategies and offerings."




Maira Trauzettel,
Integrated Strategy Lead
Neuroimmunology



"The scientific insights generated by Brisa and Permea improve our understanding and the communication of the value of digital health solutions and patient-generated data. This knowledge helps us make broadly informed decisions."



Natalie Joschko,
Medical Leader Neuroscience



Unlock the potential of aggregated health insights with Temedica's advanced healthcare analytics solutions.

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