



Patient empowerment with Roche's Brisa app by Temeidea

CHALLENGE

Multiple sclerosis patients expressed a fervent desire for a foundation of insights to better inform their conversations with healthcare providers (HCPs). Roche was not just keen on addressing this significant patient pain point, but they were also on the lookout for a reliable channel to convey pertinent information directly to a target patient cohort.

Furthermore, Roche envisioned a solution that would involve co-creation with the MS community, ensuring it addressed relevant needs and empowered them along the patient journey. In an ideal case, any solution, while innovative, had to harmoniously align with Roche's strategic positioning.

SOLUTION

- The Brisa App, specifically designed for multiple sclerosis patients, formed the core of Roche's innovative approach. It empowered patients with critical insights, enabling them to actively participate in discussions with their healthcare professionals.
- More than just a tool for dialogue, Brisa equipped patients to become adept at recognizing and managing changes in their condition. Additionally, the app was instrumental for Roche in capturing patient-generated data, providing a real-time view of disease progression.
- This feature not only enhanced patient self-awareness but also allowed Roche to gather continuous feedback, fine-tuning their strategies and reinforcing the importance of digital solutions in patient care.

OUTCOME

- The app was met with overwhelming approval from the patient community, evident from favorable app store reviews and active engagement on platforms like Instagram.
- Significantly, it was also embraced by Roche's trotzMS Community, a dedicated platform supporting individuals with Multiple Sclerosis, which was further complemented by the practical tools and data-driven features of the Brisa App.
- Armed with data and insights from Brisa, patients' interactions with their healthcare providers seem to be becoming increasingly informed, effective, and patient-centered.

"The Brisa App has been a game-changer for our patient community. Not only has it strengthened their conversations with HCPs, but the feedback loop has also given us unmatched insights into patient communication. Collaborating with Temeidea for this project was one of our best decisions."



Maira Trauzettel,
Integrated Strategy Lead
Neuroimmunology



"The Brisa App has opened new doors in how we interact with and understand MS patients. Its ability to provide real-time, actionable insights serves as a bridge, connecting patient experiences with our care strategies, leading to more personalized and effective treatments."



Viktoria Renz,
Senior Patient Partnership Manager
Neuroscience

