

## Roche – Case Study

**“We are committed to keeping our people informed and I’m pleased that Virtue’s communication solutions have enabled us to provide a more personal method for distributing our monthly news updates over the company’s intranet. For me it’s a straightforward process of picking up the telephone and delivering my message.”**

**John Melville – Managing Director, Roche UK**

### An Internal Communications Success

Roche is a leading healthcare company with a uniquely broad spectrum of innovative solutions. For more than 100 years Roche has been active in the discovery, development, manufacture and marketing of novel healthcare solutions. Roche’s multinational presence reinforces their ability to offer healthcare solutions world-wide and to anticipate needs in all regions of the world.



**Roche – Internal Briefing**

Roche believes the company’s success depends on the talent and performance of dedicated employees, striving to be a company that offers a workplace where everyone has the ability to contribute to the results and share in the success of the company.

Recognising the value that employees create for the company and with over 2000 employees in the UK, Roche decided to take appropriate action to gain the benefit of effective and efficient knowledge sharing within and across the company.

An on-line solution was identified as the most cost effective, easy to use communications tool, complimenting existing methods of news delivery from senior management.

### Roche

Roche is one of the world’s leading innovation-driven healthcare groups. Its core businesses are pharmaceuticals and diagnostics.

### Industry

Pharmaceuticals

### Location

Europe

### Business Challenges

- Enhance communication with filed and office employees
- Increase senior management visibility across entire organisation
- Achieve the above cost-effectively

### Solution

- Intranet Consulting – optimising network for internal streaming
- IC Management Communication – audio or video with slides; content captured via the telephone or videoconference unit, meeting global usability requirement
- Delivery of On-Demand events via the company Intranet
- Online reporting via web based interface – allowing tracking of viewers

### Benefits

- Reached a wide audience very cost-effectively
- Higher accessible medium resulted in higher than expected viewers
- More personable means of communicating critical news and updates – very cost-effectively, requiring no travel