
Centralising Content Strategy Across a Decentralised Organisation

Cara Pellegrini & Samantha Knott



The Roche/Genentech world we lived in...



Decentralised Model



**Limited collaboration
across silos**



**Focus on what
makes us different**

...but our world is changing rapidly - both internally & externally

Developing content strategy from the outside-in

IMAGINE A WORLD WHERE...

*Patient and HCP needs
are anticipated and met
at the point of need*

*Insights are used to meet
needs in a more tailored
and personalised way*

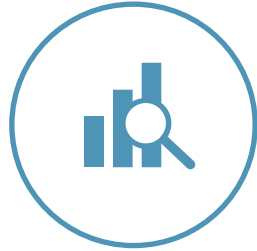
*Roche truly
speaks with one
transparent voice*

*Every touch point
is tracked and
understood*

*Content creation and
dissemination is interconnected
from a single source of truth*

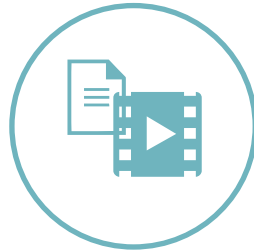


Four key findings



INSIGHTS

Better understand the holistic needs of HCPs & patients



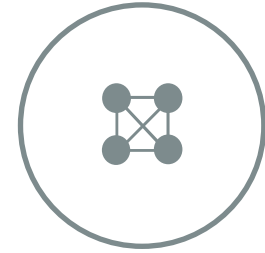
CONTENT

Needs to evolve to meet these needs



CHANNEL

Disseminate content at the point of needs and integrate across channels



INTERNAL ECOSYSTEM

Evolve to deliver exceptional and personalised customer experience across the world

Strategic objectives



Our journey so far...



19 months
from first meeting
Veeva Project Team



63
Countries



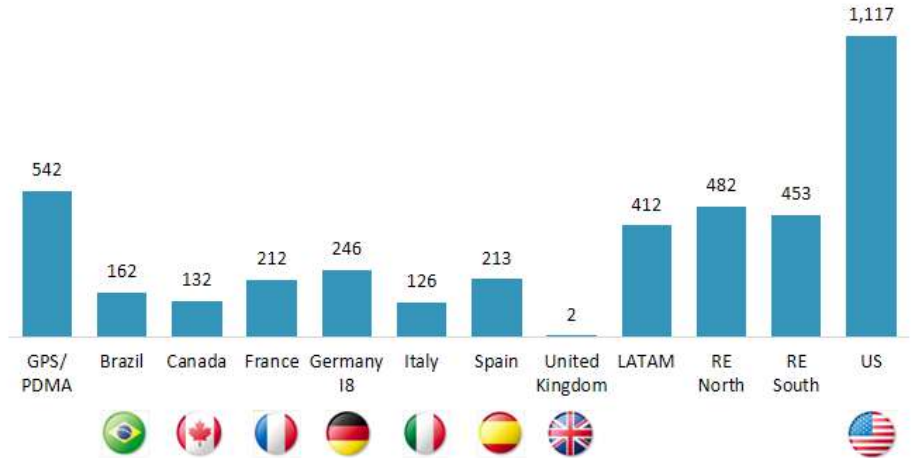
4,500+
users – XX% end user satisfaction rated
their deployment experience as High

Approved Documents

7% reuse and growing



Users By Area



Challenges



Successes and top tips



Next steps



Doing now what patients need next