



Transform the moment

*Focusing on the patient journey
Partnering with the ecosystem*

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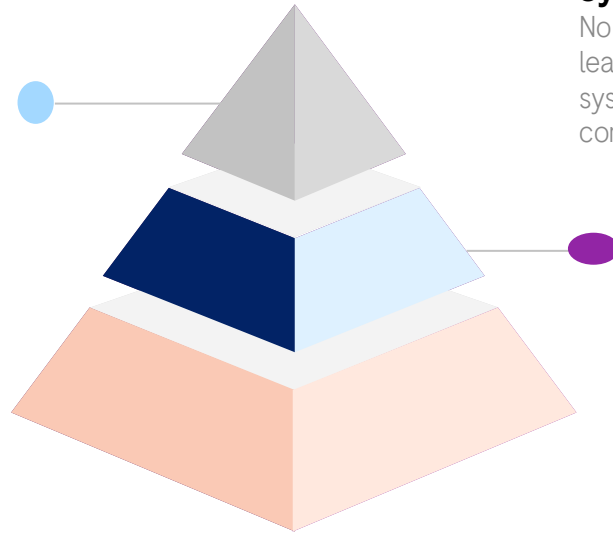
Towards an optimized provision of healthcare for cancer

Patient-centricity

'One-size-fits-all' care model for assessing, maintaining and improving population health and patient outcomes

Tailored care plans and personalised solutions, to provide the right treatment to right patient at the right time and place e.g.

- @home care
- Innovative diagnostic solutions
- Holistic approach to cancer



System funding

No needs-based resource allocation leading to an underfunded/inefficient system with high patient and industry contributions

Set health and economic policies that nurture a value-based healthcare ecosystem and allow timely entry of innovation in areas of unmet need:

- Horizon Scanning
- Pay for Performance
- E-prescription
- Recognition of treatment/diagnostic innovation value

Lack of digital infrastructure and framework to harness the potential of data

Systematic collection of data for more accurate diagnosis, treatment and care delivery resulting in improved patient experience and more efficient use of healthcare resources

- Disease registries
- Hospital interoperability
- Enable secondary use of health data

Innovation 'beyond the drug'

We need to rethink the way we innovate and how care is provided - as an industry and as a society

FROM

A company that provides treatments for patients



TO

A true scientific partner for HCPs and the healthcare system, through co-creating solutions for patients

OIKOΘEN

Our journey



OIKOΘEN

Our journey



Jointly explored a spectrum of solutions to find the most efficient one that meets clinical/safety guidelines and considers capacity limitations

Identified a solution that can be adapted easily by other hospitals in Greece that meet the criteria

1

2

3

4

5

We responded to Ag. Sawas' hospital initiative to co-create a solution that meets their need to provide oncology therapies to patients at home, and we defined the frame of our collaboration

Verified the need and pulse checked the solution's feasibility with other ecosystem stakeholders

Design a Cancer Patient-centric Home care prototype, that "expands" a hospital day clinic to the patient's home ("cloud clinic") in collaboration with E&Y

Benefits

OIKOΘEN creates new clinical pathways that revolutionize the way health services are provided



Patients

- Upgrading the Quality of Life
- Oncology patients maintain their daily routine and stay more integrated in their community
- Decrease of risks (e.g. infections, covid-19)
- Reduction of travel burden (time, expenses) for patients / caregivers



Ecosystem

- Meeting the challenges of healthcare (hospital decongestion, patient access, etc.)
- Optimized capacity
- Holistic approach in cancer treatment

The way forward

- OIKOΘEN solution is ready to be implemented once the legal framework is in place
- We aspire to see this solution being adopted for cancer patients across Greece, & similar ones for patients in other therapeutic areas
- Roche will continue to partner with the ecosystem, and to co-create and support integrated solutions that improve patients' experience throughout their journey

Doing now what patients need next