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Smartsheet has been an enabler for us to start that journey with a standardized, consistent, transparent and collaborative framework that allows us to move through that process — always hand in hand. And that has been a powerful, transforming experience for our customers."

Bryan Langford, Vice President of Commercial Operations, Roche

Company

Roche Diagnostics

Industry

Healthcare

Company Size

Enterprise, Fortune 500, 93,734 employees

Company Profile:

Worldwide leader in in vitro diagnostics

Website

diagnostics.roche.com

Business Situation

To improve their overall customer experience, Roche needed a standardized way to manage implementations of medical diagnostic equipment and laboratory solutions, as existing processes were causing confusion and inconsistencies.

Solution

Roche implemented a solution to serve as a single source of truth for customer implementations, providing visibility and transparency for all stakeholders. By implementing a work execution platform that enables them to streamline and consolidate their customer engagements, interactions, and tracking, they've been able to execute their implementation solutions strategy as a whole.

Benefits

- Reduce time spent on administrative tasks by as much as a third
- Scale the number of implementation projects by 30% without additional project managers
- Improve visibility and transparency for all stakeholders

Global Provider of Medical Diagnostics Improves Productivity by 30 percent

Roche Diagnostics, the worldwide leader in *in vitro* diagnostics, needed a standardized way to manage implementations of medical diagnostic equipment and laboratory solutions for their customers. They partnered with Smartsheet to build a standardized, consistent, and collaborative solution to plan, capture, manage, automate, and report on customer implementations. As a result, the team reduced time spent on administrative tasks by as much as a third. They have been able to scale the number of implementation projects by 30 percent with the same number of project managers, and provide better visibility and transparency for stakeholders and customers.

Situation:

Based in Switzerland, Roche develops and implements innovative medicines and diagnostic tests that help millions of patients globally.

The Roche Diagnostics commercial operations team, which is based in Indianapolis and serves all of North America, realized that in order to best serve their customers they needed to address rapid changes in technology, customer expectations, and economic pressures. Yet with roughly 600 projects at one phase or another of implementation at any given time, the implementation team at Roche didn't have a standard process for how they implemented their solutions. And at the same time, their projects were increasing in complexity. They needed a way to better plan, track, and report on the progress of implementations.

"When we're doing an implementation, we have to keep our customers producing results through the entire process," says Stacey Bogardus, Implementation Program Director at Roche. "A patient is at both ends of that solution. They're getting their blood drawn [...], it's going to the lab, and there's a result that has to come from that, that drives a treatment option. It's not like we can just shut down the lab until we're done with our project."

Roche needed a standardized way to manage implementations for their customers in order to improve overall customer experience and help their customers manage change in the rapidly transforming healthcare industry.

Solution:

Through the development of a standardized implementation process, and seeking a forward thinking partner, Roche chose Smartsheet for its innovative approach and flexibility, as well as its intuitive and easy-to-use interface. "We wanted a technology partner that is innovative, that is looking to solve problems that genuinely make a difference," says Bryan Langford, Vice President of Commercial Operations. "We found that Smartsheet was that partner."

Roche partnered with Smartsheet consulting to create a solution that standardized their implementation process. The Smartsheet work execution platform enabled them to plan, capture, manage, automate, and report on customer implementations, giving them a single source of truth to provide visibility and transparency for all stakeholders through real-time project plans, reports, and dashboards throughout their newly developed Roche Implementation Process.

Benefits:

By implementing a work execution platform that enables them to streamline and consolidate their customer engagements, interactions, and tracking, Roche has reduced time spent on administrative tasks by 30 to 40 percent and increased productivity by 30 percent. It has also improved visibility and transparency for all stakeholders, including customers and executives.

Improves Visibility and

Transparency: Roche has improved implementations for all stakeholders, including customers, implementation directors, service and support, and sales teams. "[Smartsheet has] given us a single source of truth," says Bogardus. "Regardless of who's looking at the project plan, we're all seeing the same information."

"We are able now to see one status of all projects and a heat map of what needs the most attention and why," adds Langford.

Increases Productivity by 30 Percent:

By streamlining their customer engagements and implementation tracking, the team can accomplish even more for their customers. "We're actually managing 30 percent more projects with the same number of project managers," says Michael Ghrist, IT Account Manager for Commercial Ops at Roche Diagnostics.

Automation Provides Time

Savings: Aggregating information from disparate systems saves the team time spent on program administration. "We get direct feeds now from our internal systems," says Ghrist. "Where it used to take up to two weeks to get all of that information together, now it happens in an automated fashion within a matter of hours."

Improving Customer Experience,
Patient Outcomes: Streamlining
their implementation process
helps Roche create an exceptional
customer experience, ensuring that
their customers are informed and
empowered to continue to serve
patients throughout the entire new
system implementation process.

"Our processes and our tools are enabling us to be more thoughtful about how we phase an implementation, how we plan for it, and how we make sure that [our customers] are keeping [their] work moving through the lab, while at the same time implementing the new solution," says Bogardus.

"And ultimately, that's what it's all about, because the patient is always at the other end of everything we're doing."

About Smartsheet

Smartsheet (NYSE:SMAR) is a leading cloud-based platform for work execution, enabling teams and organizations to plan, capture, manage, automate, and report on work at scale, resulting in more efficient processes and better business outcomes. Today over 95,000 customers, including more than 77,000 domain-based customers and over 70% of the companies in the Fortune 500, rely on Smartsheet to implement, manage, and automate processes across a broad array of departments and use cases.

To learn more about Smartsheet, visit www.smartsheet.com



