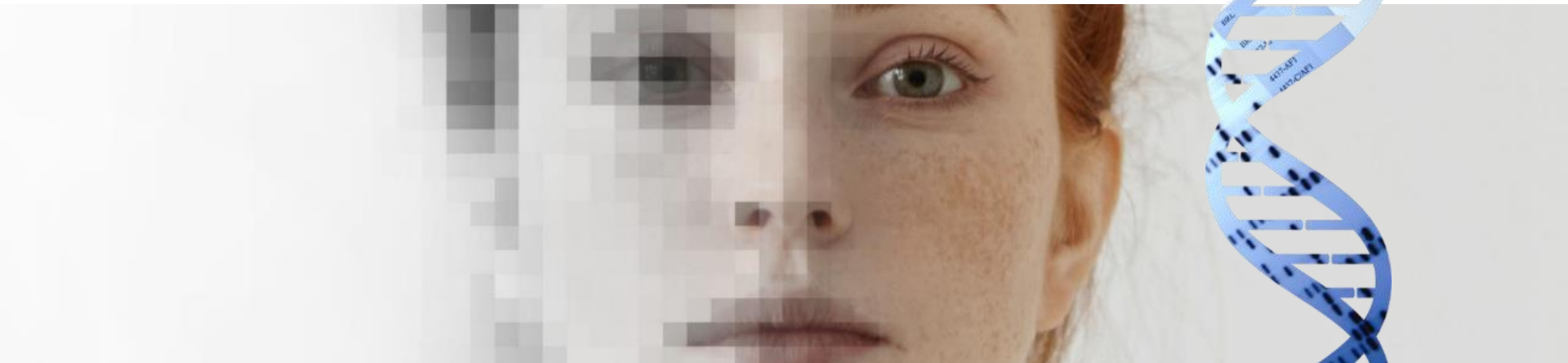


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# The role personalised healthcare can play to strengthen health systems & improve patient access to quality care

**Carla Bedard Pfeiffer, Roche**

Bucharest, 13 June 2019





**Highly detailed  
view of each  
patient and their  
individual  
disease**





**Genomics**

**Electronic health records & real world data**

**Digital Health tools**

**Advanced imaging**

**Digital pathology**

**High quality  
patient-level  
data from  
different  
sources**

# Personalised healthcare through the patient's journey

**Changes to national policies, processes & environment that support data access and sharing, reimbursement**

**Linked data platforms that track patient outcomes** in the real world; **Learning & adaptive systems** that benefit the next patient...



**Advanced, high quality diagnostics**

**Rapid, broad, & sustainable access to the right medicine, based on a patient's molecular information**

# Co-creating personalised healthcare within health systems in **multi-stakeholder partnership**



**Foster partnership models** with health systems, providers and industry **for shared commitment & joint action to broaden patient access to integrated personalised healthcare**

*Doing now what patients need next*