

case study



Smart Benches help hospitals enhance patients' experiences and pharmaceutical companies to raise awareness on important topics

/intro/

ROCHE is a pioneer in healthcare and the world's second-largest pharmaceutical company with the headquarters in Basel, Switzerland. Founded back in 1896, they are now present in over 100 countries and ranked as one of the most sustainable healthcare companies in the Dow Jones Sustainability Indices.

/challenge/

As part of its campaign for the World Cancer Day, Roche Serbia wanted to engage with people in an innovative way and raise awareness of this and other important healthcare issues. On the other hand, hospitals required a tool which would increase the patients' and visitors' overall satisfaction.

/solution/

Ahead of the World Cancer Day, the Smart Bench was installed in front of the Institute of Oncology and Radiology of Serbia in Belgrade as well as in front of Institute of Oncology of Vojvodina in Sremska Kamenica, as just a beginning of a larger project with plans of further installations across healthcare institutions across Serbia.

Pillars of the Smart Benches enable Roche to raise visibility of its products while WiFi landing page offers a platform for information sharing and deeper connection with patients. Moreover, visitors are provided with a place to recharge while waiting for visiting hours, while those mobile patients have a place to spend their off-room time in a more purposeful way.



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“The main purpose of Smart Benches in these healthcare facilities is educational. Through the free internet connection that the benches provide, users can access information portals aimed at the general population. They offer educational content written both by physicians and specialists, as well as by current patients or those who have overcome the disease, thus offering comprehensive insight into the frequent, and serious health problems.”

Dragana Nikolić

Roche Corporate Communications Regional Director

◀ **Meet the Smart Bench in front of another hospital, Acibadem Sistina in Skopje, North Macedonia**

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