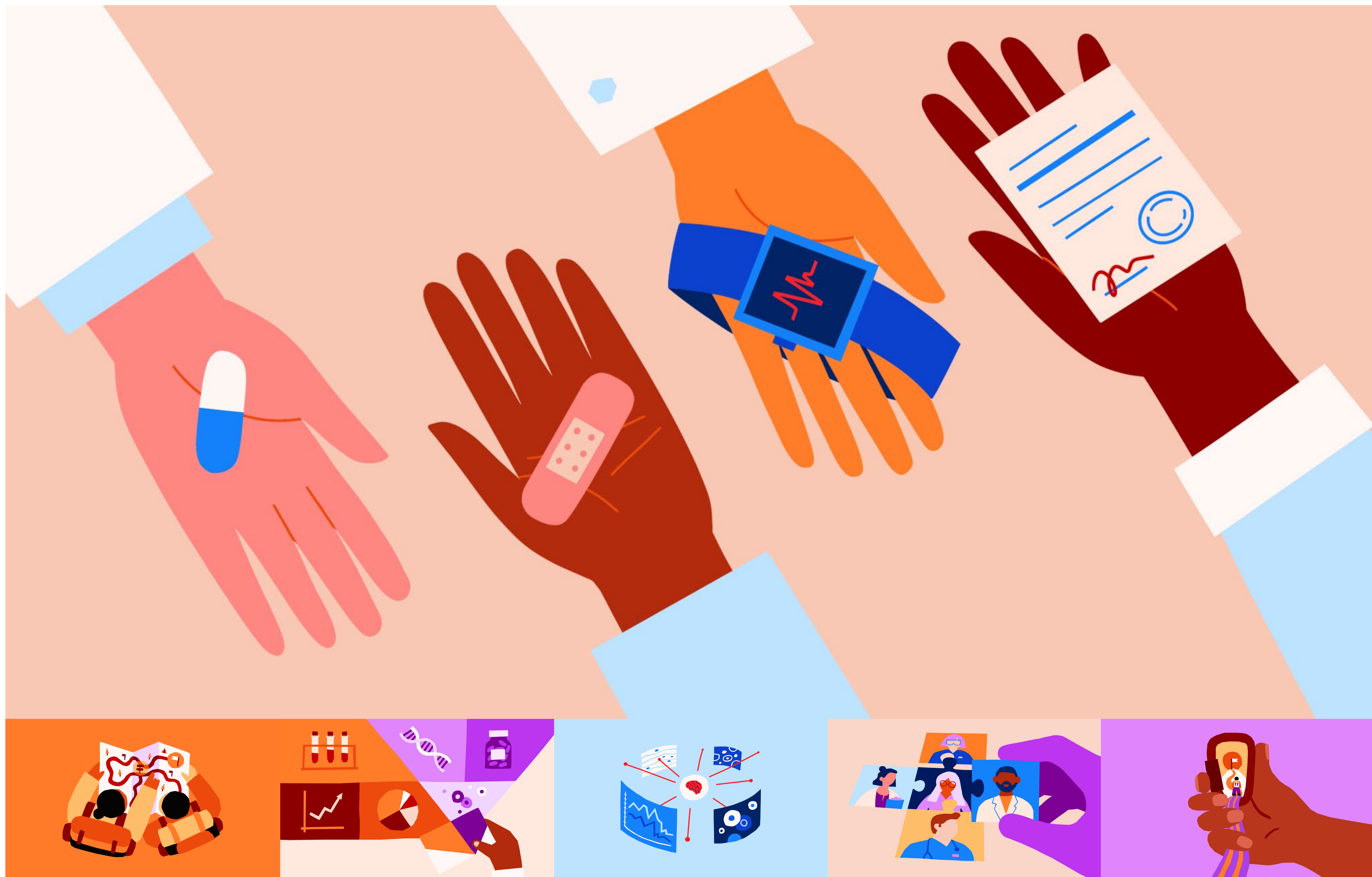


Master of Science in Engineering, Business Engineering and Production

How to Commercialize Service and Support within Digital Healthcare

**Problem Statement**

Roche is one of the world's largest biotech companies and a leading provider within in-vitro diagnostic aims to find new medicines and diagnostics by establishing data-based insights. One part of the goal achievement is to digitize healthcare.

Within the area of digitized healthcare, Roche offers products and solutions which help to transform into the digital health area. Roche's strategic goal is to commercialize support and service activities related to digital health products.

The aim of this thesis was to find out how this can be achieved.

Solution Concept

The solution is a prototype which contains a framework on how the service can be categorized alongside with recommendations of possible business opportunities in the service business for Roche.

Results

As a result of this thesis, it can be said that there are multiple business opportunities for Roche to commercialize the support and service activities for digital health products. In the thesis various examples have been given which are e.g. derived from the "megatrend map".

Moreover this thesis has also shown that it is important for Roche to have a clear categorization concept for services. For that a value proposition framework has been created which helps Roche to categorize its service offering.

Florian Merk

Lecturer:
Prof. Dr. Patrick Link

External Examiner:
Andreas Bittig

Cooperation Partner:
Roche Diagnostics International Ltd.

