



Case Study - Roche Diagnostics UK

Focussing on face to face communication

Roche Diagnostics UK is a pioneering leader in the diagnostics industry and number one in in-vitro diagnostics. Roche provide innovative products and services for the prevention, diagnosis and monitoring of diseases; as well as systems and reagents for life science research. The company serves medical laboratories, GP practices, pharmacies and research labs, as well as patients direct who require assistance with self-monitoring.

A new employee magazine, regular town hall meetings and improvements to the intranet were all widely welcomed. In such a dynamic business environment it was vital for the Roche Management team to convey the business priorities loud and clear. The obvious next step for the internal communications team was to consider how best to add more rigour and consistency to top-down communications.

HarknessKennett was asked to work in partnership with the Internal Communications Manager to establish a more formalised team meeting structure and cascade, building on the existing team meetings. Through extensive one-to-one interviews with members of the Management Team, line managers and employees, we were able to gather compelling qualitative data around communications across the organisation including feedback on what was working well and what needed to be improved around team communications.

"We've made significant progress in fine tuning our communication processes in recent years. I decided to ask HarknessKennett to help on this piece of work as it was especially important to get the management team cascade process absolutely right.

We've benefited not only from having an impartial facilitator for the process, but also from the wealth of experience they brought with them. As a result we have made significant improvements to face to face communications at Roche."

Louise Wardle
Internal Communications Manager
Roche Diagnostics UK