

# 'A Distinctive Partner'

## Find, sign, and manage new partnerships

Roche  
Pharma  
Partnering

de  
facto  
communications



### Background

In 2001, Roche Pharma Partnering (PP) was formed to provide a strategic framework for forging and managing alliances with promising biotechnology companies. Roche PP planned to build a reputation as a *distinctive partner* within the biotechnology sector to enable it to offer strong, valuable relationships to partners and to attract the best new opportunities.

### Objectives

In the long-term Roche PP aims to establish a reputation as a distinctive partner by:

- Creating a set of key messages, updated results, and memorable presentations.
- Working to build strong links with existing partners
- Building relationships with the media to create an understanding of Roche PP and to develop opportunities for the future
- Ensuring that Roche PP presents at all key international conferences
- Identifying consultants, investment banks and venture capitalists to make them aware of Roche's strategy and pipeline plans.

### Tactics

De Facto provided communications counsel and managed media relations activities to secure maximum press exposure from news-flow and the regular publication of interviews and feature articles. Additionally De Facto worked with leading conference organisers to secure speaking opportunities.

Roche PP were supported by De Facto who briefed the team on high profile conferences and events and face-to-face media relations. As well as setting up media meetings, De Facto also maximised news coverage by following-up afterwards closely with journalists.

De Facto also worked with communications teams from partner companies to create valuable opportunities for the media and identified those that support specific partnerships either by therapeutic or strategic focus.

### Results

Roche has enjoyed a substantial uplift in news coverage and a year-on-year increase in the number of partnerships. During 2004, more than 40 partner transactions were conducted, including 18 repeat/extend deals and 7 out-licensing deals. The company currently manages more than 75 individual alliances.

