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ACCU-CHEK®



Social Media Insights

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Interested in Social Media Marketing?

As previously announced, social media marketing is launching in Q3 of this year for interested markets. Please contact [Jim Lefevere](#) if you are interested in participating.



Part 2 of 4

Social Networking Is Global: How it impacts Roche, and what we are doing about it.

By: [Rodger Johnson](#)

The Future Is Now

The future of marketing is social media and the future is now. Several independent studies confirm social media is a seismic change in how we market and engage people with diabetes. Because Roche is about passionately enabling success, social media presents an opportunity for us to begin building deeper relationships with diabetes patients worldwide. "Seventy-three percent of online health information seekers are going online to find information about a specific condition," says Carlton Doty, a research analyst for Forrester. Many of these social media sites represent the newest gateway to the Internet and to health-related information.

Our Strategy: It's All About Their Health

Our objective and strategy is to listen and to energize both Type 1 and Type 2 people with diabetes, their caregivers and people interested in diabetes. With the help of world-renowned blogger and Health 2.0 expert, Amy Tenderich, we have developed a strategy

that focuses on diabetes management topics such as diet, health and exercise, and not product features. We want to build deeper relationships with diabetes patients and show them we take a holistic approach to their health. Rather than market to people with diabetes searching for health-related information online, our strategy strengthens their connection to Accu-Chek and provides the opportunity to spread their opinions to others. People living with diabetes will sense that we care more about their overall well-being. Then we can begin teaching people with diabetes the value of testing and structured testing to help control diabetes.

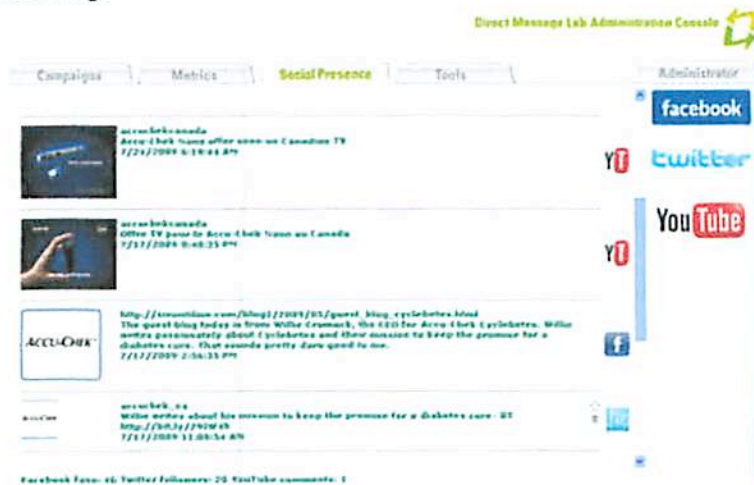
We do that by sharing our wealth of diet, health and exercise knowledge, as well as other diabetes management information. Research indicates that advocacy and driving education using social media creates community. Through this community-building, trust between people with diabetes and Accu-Chek is built and a sustainable dialogue is nurtured. With this approach, we can roll-out a consistent worldwide message, raise awareness of diabetes-related issues, shape the perceptions of people with diabetes and promote our products with events, such as World Diabetes Day. Beyond test strips and meters, research indicated this approach builds relationships because that information adds value to a person with diabetes.

Tools We Are Using

For Accu-Chek, we have decided to use **Facebook, Twitter** and **YouTube** to engage people with diabetes because they are among the fastest growing social networks worldwide. Social media environments provide multiple ways for people with diabetes to connect with Accu-Chek. Our first country, Canada, has launched [Facebook](#), [Twitter](#) and [YouTube](#). They are using a centralized dashboard that helps manage multiple social networks in one simple tool. Spain, Australia, South Africa, Italy and the United States have all expressed interest in social media. We are in active discussions with those countries to roll out social media.

To make the social media roll-out more efficient across multiple global markets, we are utilizing several tools such as the following:

- Centralized, online dashboard to manage multiple social media tools.
- Highly visible module and social media links on our Accu-Chek Web sites
- Cross-links from our new social media sites to our Accu-Chek Web sites.
- Links in country emails to drive readers to Accu-Chek social networks



These will facilitate a virtual "two-way" street and a "closed loop" that gives people with diabetes connections to our products and lifestyle information --- wherever they might be looking for information related to Accu-Chek or diabetes.

Global Impact of Social Media

As we roll out social media, keep in mind it affects all age groups and is truly a worldwide trend. According to Forrester:

- There are an estimated 625 million active internet users worldwide.
- Nearly two-thirds of active internet users have joined social networks.
- Nearly 75 percent of online health information seekers are going online to find information about a specific health condition.

Given these staggering growth statistics, one study found that people spend 34 percent of their time online, yet only 5 percent of marketing budgets are earmarked for online marketing efforts.

Summary

Marketing today is a conversation and that conversation is occurring online. Social media engagement can minimize the clinical perception of Accu-Chek and show people with diabetes that we take a holistic approach to helping them manage their diabetes and live a healthier lifestyle. Adopting social media means that we must fully commit to long-term change and support in order to harness its power and impact. Social media is a long-term commitment of building relationships by directly engaging people with diabetes online. In our next newsletter we will address the global social media roll-out plan in detail, how Canada is being used as a pilot for two exciting social media initiatives and discuss recent learnings from Forrester Research Analyst and renowned social media expert Jeremiah Owyang's keynote speech at Roche. We will also provide insights from the recent diabetes blogger summit.

Contact [Rodger Johnson](#) or [Jim Lefevere](#) if you are interested in using social media to engage people with diabetes and begin building deeper and more meaningful relationships.

Need marketing strategy consultation, program implementation assistance, or decision support? Please contact the global Accu-Chek Internet Marketing team. (Note: All support requests should continue to be sent to the indianapolis.accmsupport@roche.com mailbox.)

CONTACT INFORMATION

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Accu-Chek Web Guidelines
<http://awig.accu-chek.com>
username: *accu-chek*
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