



CASE STUDY

**From Knowledge Gaps to Performance  
Gains: How Roche Boosted Learning by  
25% Across 17 Countries**

## ROCHE DIAGNOSTICS

# Where Tradition Meets Cutting-Edge Diagnostics Worldwide

To better understand the scale and impact of Roche, here are some key notes about the company:



**Pioneer Healthcare Company**

Over 125 years of history in **in-vitro diagnostics** and a pioneer in **personalized healthcare**.



**Worldwide Leader**

Roche has delivered **innovative solutions** improving lives in **+100 countries**.



**Better Decisions For Patient Care**

Comprehensive **laboratory systems**, **digital health solutions**, and **near-patient testing**.

Roche Diagnostics operates in an environment of increasing complexity marked by constant product launches, cultural and geographical diversity, stringent regulatory requirements, and limited training time

## THE CHALLENGE

## Training Global Teams in Fast-Moving Environments



Roche needed to **empower its commercial and scientific teams** with the **right knowledge**, delivered in an **engaging, flexible, and scalable** way.

Roche's **traditional learning methods** were **falling short** in addressing **limited scalability for global teams** across multiple countries and time zones.



There was **difficulty in detecting and addressing knowledge gaps** in real time and low engagement when training programs **disrupted daily operations**.

## THE SOLUTION

# A Unified Learning Experience Across Languages, Regions, and Roles

Roche turned to Atrivity, a gamified microlearning platform designed to **deliver high-impact knowledge in small, engaging doses**. They also needed to **redefine its approach to commercial and scientific learning**.

The implementation spanned across global and regional programs:

### Blood Bank (RBSS)

A global initiative with over 100 participants across 9 months, in 4 languages.



### COBAS 5800 Launch (Latam)

A 3-week sprint program driving product launch messages.



### Bottleneck Program (IPM):

Cross-functional process training for improved alignment.



### Early Pharma Pilots (Ocrevus)

Engaging teams across 17 countries.



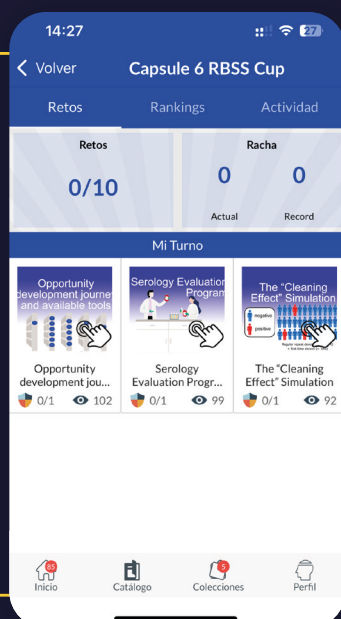
## When Learning Fits, Engagement Follows

AI-powered quiz creation from existing materials

Automation of identified gap resolution

Engagement through competition

Challenges of 5 questions, under a minute



All these programs seamlessly integrated Atrivity into sales cycles, functional training, and strategic meetings adapting to business rhythms and making learning a part of everyday operations.

*“Product and scientific training scales to a higher level using gamification dynamics and keeps the staff engaged and motivated throughout the learning process.”*



David Callejas  
Strategic Marketing Lead

## THE IMPACT

# Global Programs With Real Impact: +25% Knowledge Gains and 91% Engagement

Atrivity transforms knowledge reinforcement with a dynamic, continuous solution that improves efficiency and results. Gamified learning received positive feedback from regional and functional leaders, highlighting scalability, flexibility, and motivational value.



### +25 % Knowledge Improvement

Employees gained +25% knowledge improvement in the Blood Bank program.



### Sustained Engagement by +91%

Achieving over 91% user engagement, successfully turned learning into a consistent daily habit.



### 43% Gap Reduction

A single program delivered a 43% improvement in knowledge consistency across participants.



### 94 Learning Journeys since 2016

Roche employees have answered +354,000 questions and with Atrivity +94 projects have been delivered.

## Elevating Learning Effectiveness In Life Sciences

Roche's experience with Atrivity transformed learning into a measurable and impactful daily habit, aligning global teams while meeting local regulatory and compliance needs, and empowering commercial and scientific teams with the critical knowledge to thrive in a highly regulated environment.

Roche now uses Atrivity not just for onboarding or launches, but as a sustained learning strategy turning every moment into a chance to grow, align, and lead in a competitive marketplace.

# Atrivity

