

Roche & Health Partners in Kenya Celebrate the Health Professionals #BehindEveryPatient for Breast Cancer Awareness Month

New campaign celebrates heroic support healthcare professionals and carers provide breast cancer patients during the COVID-19 pandemic and makes donations to fund patient support efforts

NAIROBI, Kenya (5 October, 2020) – For Breast Cancer Awareness Month, Roche (SIX: RO, ROG; OTCQX: RHHBY), the Kenyan Network of Cancer Organizations (KENCO), Kenyatta National Hospital (KNH) and the Aga Khan University Hospital (AKUH,N) today announced the #BehindEveryPatient campaign to celebrate breast cancer patients, survivors and the team of health care professionals (HCPs) and caregivers who are integral to their treatment and care. The campaign will share the stories of the critical role HCPs and carers play to patients. For every unique story shared using the #BehindEveryPatient hashtag or via WhatsApp line 0799400875, Roche will donate Sh1,000 directly to KENCO to fund patient support.

“There is an African adage that says “If you want to go fast, go alone. If you want to go far, go together.” We want to join hands to support our patients with breast cancer, especially in the context of the Covid 19 pandemic that adds another burden for our patients. We join our partners in recognizing our combined efforts to meet the needs of our breast cancer patients,” noted Prof Mansoor Saleh, the Chair of the Haematology-Oncology Department at Aga Khan University Hospital, Nairobi.

Breast cancer is the leading cause of cancer-related death for women in Kenya and approximately 4,500 patients are diagnosed with the disease every year. The breast cancer patient journey can be difficult, including health, mental, social and financial hurdles. Now, during the COVID-19 pandemic, patients are faced with new challenges to access and maintain their care, and are more vulnerable to severe illness and outcomes from the coronavirus. HCPs have stood strong on the front lines, adapted care and treatment pathways and remain at the ready to support and provide treatments to women when they need it.

“This campaign will bring much needed attention to the plight of women affected with breast cancer in Kenya, whose difficult situations have been further complicated by the pandemic,” said Catherine Wachira, Chair, Kenyan Network of Cancer Organizations, “We hope that showcasing the inspiring stories of patients, HCPs and caregivers will help demonstrate the need for stronger policies to improve breast cancer patients access quality cancer care and the innovative treatments available.”

HCPs display of urgency, courage and tireless pursuit of solutions is central to the new #BehindEveryPatient campaign. Throughout the month of October, the campaign encourages people across Kenya to share stories on social media and WhatsApp that highlight health care professionals and carers who are making a difference in the fight against breast cancer using the #BehindEveryPatient hashtag.

“At Roche, we recognize that a strong health workforce is critically important to health systems that can meet the needs of patients,” said Frank Loeffler, Country Manager East Africa at Roche, “We are proud to recognise these critical teams and look forward to continuing to work hand-in-hand with healthcare professionals to reduce the barriers patients may encounter on the way to diagnosis, treatment and ultimately recovery.”

To learn more about the #BehindEveryPatient campaign, visit www.Roche.com/Xlandingpage and to learn more about how KENCO’s programmes provide support for patients, visit, <https://kenconetwork.org/>.

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Roche is the world’s largest biotech company, with truly differentiated medicines in oncology, immunology, infectious diseases, ophthalmology and diseases of the central nervous system. Roche is also the world leader in in vitro diagnostics and tissue-based cancer diagnostics, and a frontrunner in diabetes management.

Founded in 1896, Roche continues to search for better ways to prevent, diagnose and treat diseases and make a sustainable contribution to society. The company also aims to improve patient access to medical innovations by working with all relevant stakeholders. More than thirty medicines developed by Roche are included in the World Health Organization Model Lists of Essential Medicines, among them life-saving antibiotics, antimalarials and cancer medicines. Moreover, for the eleventh consecutive year, Roche has been recognised as one of the most sustainable companies in the Pharmaceuticals Industry by the Dow Jones Sustainability Indices (DJSI).

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