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Roche introduces navify brand for digital health solutions

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Roche unifies its digital health portfolio under the navify brand, providing a range of next generation software solutions



Roche announced recently at the HLTH 2022 meeting in Las Vegas, NV, US, that its digital health portfolio will now be available under the navify brand. The navify digital solutions help providers and patients 'navigate' and 'clarify' a wide range of touchpoints by activating insights that provide evidence on how to optimise operational processes and clinical decision making in healthcare.

navify brings new ways to improve interoperability of digital infrastructure. Today limited abilities to seamlessly connect and share data costs healthcare systems an est. $30 billion in the US alone.

It uses advanced analytics to deliver operational excellence, improved workflows, and patient-centric ways of working, A worldwide shortage of up to 15 million healthcare workers is predicted by 2030- providers face increasing workloads with less resources - finding additional efficiencies is a priority,

navify generates advanced medical insights that augment clinical decision support. 2 in 3 physicians are unsure if they are over- or underusing diagnostics, compared to their peers.

Moritz Hartmann, Head of Roche Information Solutions said, "We are creating open digital ecosystems with labs, hospitals and medtech companies to bring the latest innovations faster to society to better serve patients, and to support clinicians in providing care for patients. These activities support our strategy to deliver insights that drive personalised care."