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Roche Pharma India launches patient support app

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To help patients seamlessly navigate their care journey



Roche Pharma India has launched a new digital platform - The Blue Tree 2.0 mobile app for patients who are part of Roche's Blue Tree patient support programme in India.

The mobile application, available in both Android and iOS platforms will make it easier for patients to access a variety of patient support services, thus simplifying their treatment journey.

The app aims to improve both the patient and healthcare professional's experience by speeding up programme enrollment, providing easy access and advance notifications to avail multiple support services, increasing the scale and reach of the program to patients, particularly to those who are in remote locations, and allows the support programme journey to be managed directly from their phones.

Key Blue Tree program features/ benefits that patients can avail through the mobile application include digital enrollment to the programme with an enrollment tracker that indicates percentage completion; Place request for free drug assistance that are made available a part of the Roche's Patient Assistance Programme; Doorstep delivery services of drugs, and live order tracker to keep you informed where your medicine is and when it will reach you; and much more.