

# Genentech

*A Member of the Roche Group*

[Genentech](#) is a large biotech company with digital focus areas in Oncology, Neuroscience, Inflammation, and Respiratory diseases.

“*There is great value in having DATAcc as an easily accessible resource that can quickly surface data on one aspect of value that inclusivity brings to the business.*”

— **Celine Marquez, MD**, Global Medical Director, Digital Health, Genentech



## The Problem

- » We needed a foundational resource to point our study teams to when designing a digital trial.



## The Resources

- » We provided our study teams with the [DATAcc Inclusivity Toolkit for Development](#) to increase inclusive and diverse patient representation in our digital trials.



## The Impact

- ✓ Greater patient centricity,
- ✓ Clear communication with internal teams and executives,
- ✓ Team education and cohesion,
- ✓ Refined/improved strategy,
- ✓ Operational efficiencies,
- ✓ More buy-in,
- ✓ Meeting strategic imperative regarding inclusivity.

