



Irma Veberic, General Manager, Roche Hungary

## Roche Hungary selects Highp by Connectmedica for HCP Engagement

Video Platform Ideal for COVID-19 and Post-Pandemic Communications

WARSAW, POLAND, BUDAÖRS, HUNGARY - December 01, 2020 – **Connectmedica** today announced that **Roche Hungary** has successfully implemented the **Highp** video platform for enhanced communications with healthcare professionals during and beyond the COVID-19 pandemic.

The first wave of communications between Roche Hungary's Patient Journey Partners (PJPs) and the Neurologists / Rheumatologists they serve achieved an unusually high click-through rate of 85%.

"We are very pleased about the rapid success we've had with Highp," said Irma Veberic, General Manager, Roche Hungary. "At the start of the pandemic we were very concerned about maintaining relationships with healthcare professionals, as face-to-face meetings were our primary channel. But the Highp tool is easy to quickly setup, and our PJPs are receiving very positive reactions from the Neurologists & Rheumatologists they work with. We are excited to continue using this innovative tool not only throughout the pandemic, but also after, and in other therapeutic fields as well."

Highp from Connectmedica is a new digital technology for accessing healthcare professionals (HCPs). Users can send interactive and personal push-video messages either directly, or on behalf of another. Highp works on the best performing channels including SMS, and HCPs always get a remarkable experience, whether viewing on mobile or desktop, without having to install an app or accept a meeting. Compliant with global pharmaceutical marketing standards, Highp can also be used for added-value video services such as conference highlights, webinars or educational programs.

"We are so proud to have Roche Hungary as a customer, and to have tool that can help with healthcare delivery during this unprecedented time," said Igor Gnot, Chief Executive Officer, Connectmedica. "In a nutshell, Highp is a new approach to communication, based on current trends, best practices and popular operational models. It offers a much better customer experience than SMS, email or even a phone call."

### About Highp and Connectmedica

Highp is Connectmedica's brand of innovative technology that brings new quality to communications with healthcare professionals. Highp offers end-to-end support across 40+ markets worldwide. Headquartered in Warsaw, Poland, Connectmedica was founded by Igor Gnot and is funded by investors from the USA. The company is committed to innovation, product excellence and customer success. For more information, visit [connectmedica.com](https://connectmedica.com)