

News Release

Roche Diagnostics enhances training for sales personnel with interactive e-learning solution from Training Partners

Singapore, 29 November 2011 – Roche Diagnostics Asia Pacific (Roche), an innovator in healthcare diagnostics, has chosen Training Partners to develop a new e-learning course to equip its sales force with the right skills and product knowledge to confidently sell its solutions to the medical communities across Asia. The new e-learning solution will enable the company to reduce training costs as well as travel time and expenses, while at the same time accelerate learning and knowledge retention among trainees. It will also ensure a more consistent learning experience for sales representatives throughout the region.

Roche needed to roll out trainings for Diabetes Care solutions and AccuCheck product line to its sales representatives by adapting the existing e-learning courseware from its headquarters to better suit the Asian markets. Local sales representatives wanted courses with greater interactivity as well as simulations that are reflective of the Asian market conditions and successful methods of engagements.

Training Partners undertook a detailed review of the course materials that were originally developed in Germany. They reviewed how training was delivered across Asia, and looked at the various needs of trainees, including language and availability. After extensive deliberation and in-depth discussion with the key stakeholders in the training process, Training Partners customised a new syllabus with medical scenarios similar to the popular TV series Crime Scene Investigation (CSI)* *CBS Television Network, All rights reserved.*

The new courseware is divided into four modules, each designed to allow the trainee to develop relevant new skills and knowledge. According to Deborah Bialk, project leader, Roche Diabetes Care, Asia Pacific, scheduling training requires finding a suitable time where both trainer and trainees are available. "Ensuring a consistent training experience across the region is particularly challenging when you factor in the need to deliver the course in various Asian languages," she adds.

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The game-based e-learning solution offers a fresh approach to learning complex medical terminologies and applying their acquired medical knowledge appropriately. Available in five languages, the new courseware also resolves the problems of finding suitably qualified instructors to deliver the training, coordinating the schedules of both trainer and trainees, and renting of facilities. With the course being delivered online and on-demand, trainees have the flexibility of scheduling the training at their own convenience and pace.

"Training Partners offered a fresh game-based approach to improve the quality of training for our sales representatives in the form of role-playing. They made the effort to understand how training was done in the past, what was possible from a technical perspective, and more importantly, the needs of our trainees on the ground," said Bialk.

"E-learning is not only about digitising traditional courseware; there has to be a story line. Storytelling has the ability to motivate, persuade and entertain the trainees, thus engaging them for optimum content absorption. "At Training Partners, we've developed methodologies that take into consideration the various nuances of learning and integrate these into customised solutions that enable a more natural learning process," said Esther Wong, General Manager, Training Partners.

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About Roche

Headquartered in Basel, Switzerland, Roche is a leader in research-focused healthcare with combined strengths in pharmaceuticals and diagnostics. Roche is the world's largest biotech company with truly differentiated medicines in oncology, virology, inflammation, metabolism and CNS. Roche is also the world leader in in-vitro diagnostics, tissue-based cancer diagnostics and a pioneer in diabetes management. Roche's personalised healthcare strategy aims at providing medicines and diagnostic tools that enable tangible improvements in the health, quality of life and survival of patients. In 2010, Roche had over 80,000 employees worldwide and invested over 9 billion Swiss francs in R&D. The Group posted sales of 47.5 billion Swiss francs. Genentech, United States, is a wholly owned member of the Roche Group. Roche has a majority stake in Chugai Pharmaceutical, Japan. For more information: www.roche.com.

About Training Partners

Training Partners is Asia Pacific's leader in IT infrastructure learning and development, delivering advanced technology training as well as training consulting services to multinational corporations. Established in Singapore in 1994, Training Partners operates in eight countries in the Asia Pacific region, delivers training programmes and services in five languages, and has successfully trained over 50,000 IT professionals. Training Partners is a wholly owned subsidiary of Dimension Data. For more information, please visit www.training-partners.com

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