

Smart Oncology Network (SONet)

Why is Roche NZ involved?

Early in 2017, the New Zealand Society for Oncology (NZSO) asked industry stakeholders to think laterally about the way they support the core activity of NZSO, that is, facilitating the outputs of NZ cancer research groups. NZSO wanted the interaction to change from transactional to being a partnership where industry could be seen as a member of the NZSO “family”.

In response, Roche NZ took the opportunity to explore new trends in communication within the healthcare and research environments. Face-to-face and group meetings are dependent on being in the same place and there being enough time. Digital communication is the way of the future and is ubiquitous in our private lives. However, personal, internet-based messaging and email services pose special risks when patient health information is being discussed or exchanged.¹ Health institutions and the public have high expectations of those who access and share personal health information.

Patient details and health outcome data are at the core of the work done by oncologists as part of translational research teams. In addition, it is acknowledged that the multi-disciplinary team can achieve the best outcomes for patients.² Therefore, a digital tool that facilitates communication between oncologists and between oncologists and members of their translational research teams would deliver high value. Discussions with NZSO supported Roche in helping clinicians’ and researchers’ access to a suitable product.

As a result, Roche entered into an Innovation Partnership with Celo Limited, an innovative NZ company, (<https://www.celohealth.com>) to facilitate the introduction of the Celo healthcare secure messaging platform (Celo App) to research and clinical professionals active in the oncology field.

Benefits to NZSO

250 members get free access to the Celo App
Users are authenticated, no unauthorised access
Secure, encrypted information exchange
Mobile and desktop platforms
Proven technology (Canterbury DHB uses Celo)
Opportunity to influence functionality

Benefits to Roche

Enhanced clinical/scientific partnership
Supporting improved patient outcomes
Facilitating a digital oncology network in NZ
Input into prioritisation of new features

Roche NZ has no rights to access, view or use any information transmitted using the Celo App

The Future of a Smart Oncology Network in New Zealand

The digital revolution is here.

A fully connected network of oncologists, clinical trial investigators and cancer researchers could:

- Enhance patient care through efficient decision making and sharing of innovative processes
- Simplify clinical trial site selection and participant recruitment
- Eliminate distance and location as a barrier to group interactions and participation
- Facilitate sharing and discussion of new clinical data and interaction with colleagues and industry partners in a convenient and non-intrusive way
- Simplify delivery of medical education; delivered directly to a device to be viewed when it suits the user

Roche is excited to be part of the digital revolution in NZ healthcare

1. <http://www.bbc.com/news/technology-40507440> accessed 9/10/17; 2. Horvath, L. E., et al. (2010). *J Oncol Pract* 6(6): e21-26.