

Interview with Stephan Feldhaus, Head of Group Communications and a Member of the Enlarged Corporate Executive Committee at Roche

"If we don't think sustainably, we will not remain in business"

As part of the annual review of the Dow Jones Sustainability Indexes (DJSI), SAM identifies the year's top company in each of the 19 Supersectors. Roche, the world's largest biopharmaceutical company, is the 2012 DJSI Supersector Leader in healthcare. Stephan Feldhaus, Roche's Head of Group Communications explains what this means for his firm.

Congratulations on being named the DJSI Supersector Leader in healthcare for the fourth consecutive year. How does Roche benefit from this distinction?

It confirms the soundness of our corporate strategy. The nature of our business requires a mid to long-term focus because we need, on average, 10–15 years to develop and bring to market new medications and diagnostic tests. So, we have no choice but to always think of sustainable ways to achieve our business objectives.

Which results of your sustainability strategy are you most proud of?

One of our key goals is improving access to our medicines and diagnostic tests. With this in mind, last year we launched a pilot program in partnership with the Chinese government and the Cancer Foundation of China to improve access to one of our breast cancer medications, Herceptin. As a result, the number of women treated for breast cancer increased from 3,000 to 8,500. This is good for business, but more importantly, it is good for the patients who received the maximum benefit from a full round of treatment.

Can you provide examples of how you quantify the financial impact of sustainability on your business?

It is hard to separate the financial impact of sustainability as it is inherent to our business model. If we don't think sustainably, we will not remain in business. Of course, we can quantify revenues generated by our patient access programs, our cost savings from energy and waste reduction, or risk mitigation through the enforcement of clear policies on business practices. However, the single driving force behind our sustainability strategy is delivering long-term value to our customers, employees, shareholders and the society in which we operate.



Stephan Feldhaus
Head of Group Communications at Roche

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