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Roche Diagnostics' mobile app REACH to empower healthcare workers

29 June 2021 | News

REACH will offer multilingual counselling support to healthcare workers



Roche Diagnostics India has launched REACH, a wellness platform developed to support the emotional well-being of healthcare professionals. REACH aims to be a trustworthy companion for frontline workers to seek advice and help from professional counsellors while having access to tailored self-care content to support their emotional wellbeing holistically.

REACH is an initiative to help healthcare professionals cope with difficulties and challenges in their life more efficiently. Through REACH, healthcare workers can have access to counselling sessions, self-help content (informative videos, articles,

habit hacks, guided meditation videos), and self-assessment tools on a variety of topics including, work-related challenges, parenting and relationship issues, wellness, and self-development. At present, REACH platform offerings are open to all healthcare workers – clinicians, nurses, lab professionals, and patient navigators.

All the counsellors are professionally qualified and are trained extensively on privacy and confidentiality to ensure that any individual seeking support gets the best possible experience with us. So far, REACH has been introduced in select hospitals including the Tata Memorial Centre (TMC).

Dr Rajendra Badwe, Director, Tata Memorial Centre, acknowledged the need for emotional support for healthcare workers, quoting, "It is time to be employee-centric in addition to being patient-centric in today's scenario."

Echoing Dr Badwe’s thought, Sindhu Nair, Deputy Nursing Superintendent, Tata Memorial Hospital, said, “Maintaining the equilibrium between physical and mental health to balance the pressure at the workplace and home front took centre stage during the testing times of Covid-19 pandemic. Along with self-motivation, which many front-liners relied on, an app like “REACH" helped health care workers to explore their inner self, thereby giving a boost to move ahead."

REACH collaborated with the United NursesAssociation (UNA), Maharashtra to extend the offerings to their members. Jibin TC, President, UNA appraised the uniqueness of the programme quoting, “REACH helps in overcoming anxiety and workplace stress, improving career and relationships. The process resulted in me feeling much better at work, building up the confidence to add positivity to the job and to take important strides forward in professional and personal relationships.”

Narendra Varde, Managing Director - Roche Diagnostics India and Neighboring Markets, said, “The scope of the project will provide mental health support for our frontline caregivers and is an important demonstration of how private sector innovation is critical in
the pandemic response.”