

Internship assignment: Expansion of the cobas pulse ecosystem with innovative digital apps

Company: Roche Diagnostics Nederland B.V.

Location: Almere (Hybrid work possible)

Description:

We offer an interesting internship opportunity for an enthusiastic student with a medical or innovation science background, preferably in internal medicine, laboratory or technical medicine, medical informatics, health sciences, or business administration within the field of life sciences. The assignment focuses on our innovative digital blood glucose meter, the cobas pulse, which also serves as a mobile healthcare platform to host healthcare applications. The goal of this internship assignment is to expand the app ecosystem by identifying one or more apps that are used by healthcare professionals or that they would like to use. It is important that both the app and the blood glucose meter increase in value when this app becomes available on the cobas pulse. This internship provides an opportunity to conduct qualitative and quantitative research and requires a pragmatic approach with a focus on measurable results.

Responsibilities:

- Conduct market research through desk research and interviews with healthcare professionals to understand their needs and expectations, as well as gain insight into potential interesting apps.
- Identify and analyze apps that have potential value for integration into the cobas pulse ecosystem.
- Select one or more usable apps based on their added value for the medical professional and the patient, functionality, and user-friendliness.
- Develop a value proposition for the app in conjunction with the cobas pulse, including an estimation of the market potential.
- Assess the impact and feasibility of integration with the cobas pulse.
- Report findings and recommendations for the expansion of the cobas pulse ecosystem.

Desired qualifications:

- Studying in a medical field, preferably in internal medicine, laboratory medicine, technical medicine, or medical informatics.
- Strong affinity for digital healthcare, especially health apps.
- Affinity with cardiovascular diseases, such as diabetes mellitus, is a big plus.
- Pragmatic mindset and results-oriented.
- Excellent research skills, both qualitative and quantitative.
- Good communication skills and the ability to conduct in-depth interviews.
- Independence and proactive work attitude.

What we offer:

- The opportunity to play a crucial role in the expansion of the cobas pulse ecosystem.
 - An internship allowance.
 - Guidance by experienced professionals in healthcare and digital technology.
 - A stimulating work environment where you can learn and grow.
 - Hybrid work with flexible working hours.
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How to apply?

Are you excited about this internship opportunity and do you have a medical or innovation science background? Then please send your CV and motivation letter to frank.mallens@roche.com. Clearly mention "Internship: cobas pulse App Ecosystem" in the email subject. The deadline for applications is January 19th.
