

# Occupational Road Safety case study:

## Roche Australia cuts risks, collisions and costs

by Jann White, Fleet Manager, Roche Australia and Dr Will Murray, Research Director, Interactive Driving Systems/ CARRS-Q Visiting Research Fellow \*

(\* Contact for correspondence via [www.virtualriskmanager.net](http://www.virtualriskmanager.net))



### Introduction

Roche Products Pty Limited of Australia (Roche) is a pharmaceutical manufacturer and distributor, part of the wider global Roche Company based in Switzerland. Employee safety on the road is of great importance to the company all over the world. In Australia, we are dedicated to creating a safe driving culture for our 650 staff. Our aim is to promote heightened awareness and responsible driving behaviours for all employees, to prevent vehicle collisions, reduce personal injury and minimise property loss claims.

This case study describes four key initiatives Roche has undertaken with support from its insurer Zurich Australia and Interactive Driving Systems.

1. Implemented Virtual Risk Manager (VRM) for all existing staff and new employees.
2. Policy development.
3. Communications program.
4. VRM enhancements.

Since starting the program in January 2005, Roche has successfully **implemented VRM** Driver Profile, RoadRISK, One More Second and RoadSKILLS modules and the MIS that supports these tools. This approach enabled Roche to carry out risk assessments, and to monitor and improve the safety of its employees. Roche also took the opportunity to roll out its **Vehicle Safety Policy** and **Driver Licence Checks** as part of VRM, allowing a seamless process for driver risk assessment, monitoring and improvement – achieving almost 100% compliance on each of the four modules for existing staff. New recruits undertake the program soon after joining the organisation as part of their extended induction.

The program was effective immediately - generating discussion in corridors, over morning teas and at question times. Roche analysed and targeted high, medium and low risk areas, for the company as a whole and at an individual employee level. The outcomes provided both short term and long term objectives,

which were addressed by working closely with Interactive Driving Systems and internal teams such as HR and OSH.

For example, one of the RoadRISK questions is ‘Have you had an eyesight test within the last 12 months?’ Over 25% of employees answered ‘NO’. This was drawn to the attention of the HR department, who subsequently offered free eyesight tests to all employees – whether entitled to a company vehicle or not. In total, 138 employees took the opportunity to have their eyes tested, 64 required further examination and 28 required glasses. This is now an annual assessment process for all employees.

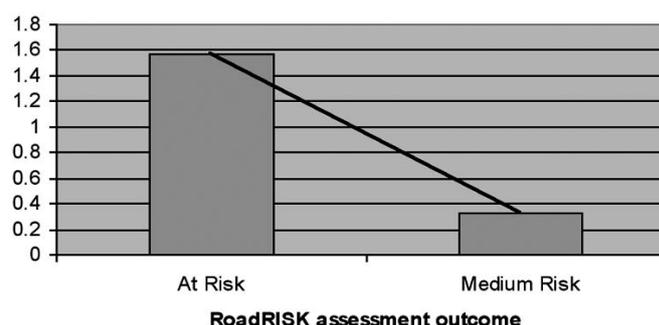
As part of the program, Roche has also developed, implemented, monitored and **improved its policies, procedures, processes, driver manual and on-going communications** including initiatives on collision reporting and investigation, anti-lock brakes, speed, seatbelts, alcohol, fatigue, holiday driving, back pain, journey management to minimise employee kilometres, vehicle checks and driving whilst pregnant.

### Outcomes

The program has improved safety based on both proactive and reactive indicators.

One of the key reasons for adopting VRM was the availability of extensive university and industry-based **proactive evaluation data**. Based on the first 422 Roche drivers to complete RoadRISK a clear correlation between the assessment outcomes and driver crash history was identified (see graph).

**RoadRISK evaluation data**



The ultimate **reactive** measure of the success of a program is in relation to ROAD SAFETY OUTCOMES. Based on data provided by Zurich insurance underwriters, Roche has reduced all its major collision types (table below), improved its loss ratio from 69% to 48% and cut its costs.

Description	Difference between 2004 & 2006
Failed to Yield	10% increase, between 2004 & 2005 30% decrease
Hit Stationery Object	13% reduction
Hit in rear by Third Party	30% reduction
Hit Third Party in Rear	30% reduction
Reversing	30% reduction

The program has also received external recognition recently by being the first Australian organisation to be recognised by the prestigious Fleet Safety Forum Awards, hosted by the UK-based road safety charity Brake. Roche was Highly Commended in both the Road Risk Manager of the Year and Company Driver Safety awards.

### Summary and future steps

As well as showing a major commitment to road safety, the program is also innovative in many ways:

- Application of sophisticated internet-based technology to fleet safety in Australia.
- Research-led approach based on independent evaluations and Roche’s own internal data.
- Extensive MIS allowing data visibility, with results easily centralised, analysed and actioned.
- MIS developed to include own policies, licence checks and methodology to effectively risk manage starters and leavers.
- Highly cost effective - by targeting most risky areas in a

standardised way, allowing employees to receive a large element of their recruitment, induction, risk assessment and corrective training before they and their trainers are exposed to the risks of the road.

- Not tied to expensive and poorly targeted in-vehicle driver skills based interventions.

Despite the successes to date, Roche is not standing still and is working on steps to:

- Sustain and maximise the use of VRM for all existing employees and new starters.
- Develop new initiatives to reinforce Corporate Policy, including its newly revised mobile phone policy.
- Design and implement new VRM modules, including the Safe Driving Pledge, Risk Foundation policy assessment, version 2 of the RoadRISK Profile, RiskCOACH, bespoke KPIs and CrashCOUNT.
- Engage in external programs such as benchmarking and road safety outreach through best practice case studies to help other organisations learn from its initiatives.

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