

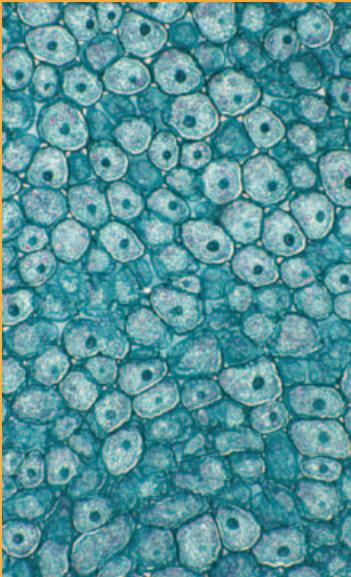


Leading the
Transformation
of **Healthcare**

Janssen Healthcare Innovation

janssen 
PHARMACEUTICAL COMPANIES
OF *Johansen-Johnson*

JHI is forming unconventional collaborations with entrepreneurs who are exploring game-changing ideas and share a vision for healthcare transformation.



Introducing **Janssen Healthcare Innovation**

We are in a time of exciting change in the healthcare industry. New mobile technologies, consumer empowerment, outcomes-based medicine and medical advancements are converging to address the challenge of delivering high-quality, cost-effective healthcare to all. Janssen Healthcare Innovation has been established to identify, develop and test new healthcare products and services that provide meaningful benefits to consumers and patients in this rapidly evolving healthcare environment. We are strategically focused on two areas – enhancing the value of our core business and developing new businesses.

Enhancing the Value of our Core Business

JHI is identifying emerging technologies and engaging in unconventional partnerships in order to enhance the value of our core business. We are working to integrate platform solutions that can:

- Improve **patient adherence** to treatment regimens
- Apply **personal genomics** to drug development
- **Modernize** the way in which we conduct clinical trials

Creating New Businesses in Emerging Healthcare Markets

JHI is also focused on developing new products and services for the emerging markets of healthcare. We see opportunities to deliver value to consumers and patients in the following three markets created by unmet needs:

- **Optimizing Healthcare Delivery:** Effective, efficient and integrated healthcare in all settings for all conditions
- **Maintenance of Health:** Preventing illness by maintaining maximum function and promoting health
- **Innovative Financing of Healthcare:** Healthcare service delivery models that realign the financial incentives toward the optimization of health

Collaborating to **Explore New Business Models**

Janssen Healthcare Innovation is an entrepreneurial group within the Janssen Pharmaceutical Companies of Johnson & Johnson that was created to address the changing landscape in healthcare. We are forming non-traditional collaborations, both internally across Johnson & Johnson, and externally with large and small organizations, to identify, develop and test new business models through a process called “commercial trials.” Commercial trials are data-driven trials where we, along with our partners, invest time, talent and financial resources to test, learn, iterate and refine the proposed business models. Currently, we are testing 11 novel business models through 16 different commercial trials with a variety of partners. Our goal is to ultimately commercialize novel products and services that will create a healthier world.

Janssen Healthcare Innovation’s Transformative Initiatives

- **The Janssen Connected Care Challenge** is a crowd-sourcing effort to identify technology-enabled solutions that can improve patient connectivity and reduce costly re-admissions after hospital discharge
- **Care4Today™** is a mobile application and website designed to help patients remember to take their medication, refill their prescriptions and visit their care provider
- **The Janssen Clinical Trial Innovation** group is exploring ways to modernize clinical trials in order to reduce the cost of drug development and more rapidly bring new treatments to the patients who need them



Other Janssen Healthcare Innovation initiatives include:

- **Genomics** studies of drug responsiveness
- Self-service **health screening kiosks**
- **Healthcare financing options** designed to improve patient access to care



JHI Partners: Diego Miralles, David Tripi, Kimberly Park and Marco Mohwinckel

“We are on the cusp of a dramatic transformation in the healthcare industry, and we are passionate about being at the forefront of that transformation.”

— Diego Miralles, M.D., Partner and Head, Janssen Healthcare Innovation



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Sebastian Ferreira, *Untitled*
Janssen is proud to feature artwork created by people affected by the illnesses and diseases we are committed to treating and preventing.