



Ajit Shetty
Johnson & Johnson



Johnson & Johnson

Johnson & Johnson: Global Presence

Global Leader in
Health Care

More than 250
Operating Companies
In 60 Countries

Selling Products in More
Than 175 Countries

128,000 Employees
Worldwide



Johnson & Johnson Family of Companies

- Sixth-largest consumer health care company
- The world's largest and most diverse medical devices and diagnostics company
- The world's fifth-largest biologics company
- The world's eighth-largest pharmaceuticals company



Jesica Harrington

Diagnostic test fueled hope in her fight against cancer

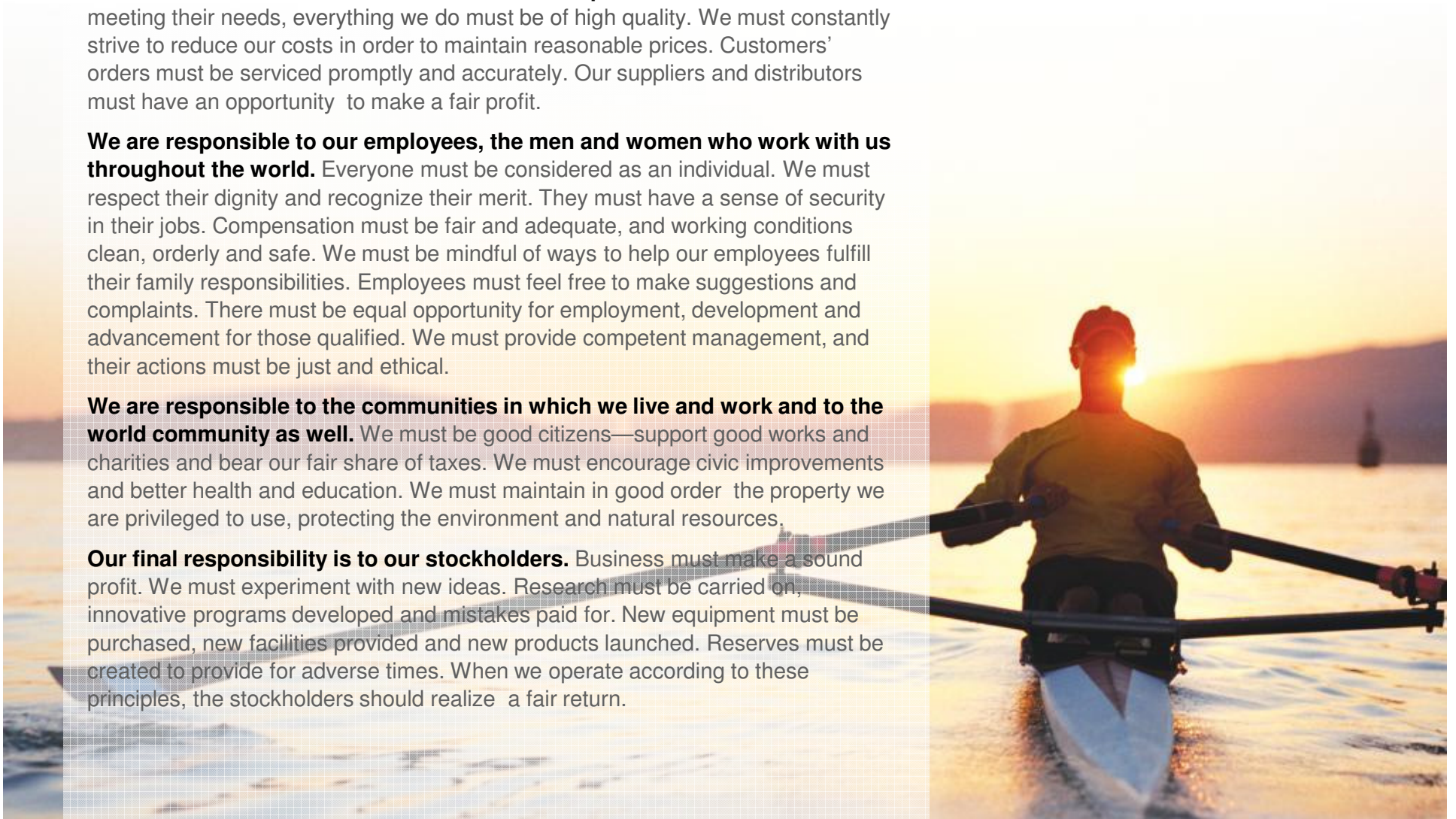
Our Credo

We believe our first responsibility is to the doctors, nurses and patients, to mothers and fathers and all others who use our products and services. In meeting their needs, everything we do must be of high quality. We must constantly strive to reduce our costs in order to maintain reasonable prices. Customers' orders must be serviced promptly and accurately. Our suppliers and distributors must have an opportunity to make a fair profit.

We are responsible to our employees, the men and women who work with us throughout the world. Everyone must be considered as an individual. We must respect their dignity and recognize their merit. They must have a sense of security in their jobs. Compensation must be fair and adequate, and working conditions clean, orderly and safe. We must be mindful of ways to help our employees fulfill their family responsibilities. Employees must feel free to make suggestions and complaints. There must be equal opportunity for employment, development and advancement for those qualified. We must provide competent management, and their actions must be just and ethical.

We are responsible to the communities in which we live and work and to the world community as well. We must be good citizens—support good works and charities and bear our fair share of taxes. We must encourage civic improvements and better health and education. We must maintain in good order the property we are privileged to use, protecting the environment and natural resources.

Our final responsibility is to our stockholders. Business must make a sound profit. We must experiment with new ideas. Research must be carried on, innovative programs developed and mistakes paid for. New equipment must be purchased, new facilities provided and new products launched. Reserves must be created to provide for adverse times. When we operate according to these principles, the stockholders should realize a fair return.



Challenges in the health care supply chain



- **Medication errors** result in additional treatments, disabilities and even loss of life
- **Counterfeiting** is an increasing global threat
- **Traceability** from manufacturer to patient is unworkable
- **Product recalls** can be difficult to manage, in particular for healthcare providers
- A lot of manual interventions in the healthcare **supply chain** decrease its **efficiency and accuracy**

Combating Counterfeit Products



Requires Public-Private Partnerships
Spanning the Globe

Helping Patients and Consumers Receive Genuine Products



Requires a multi-layered approach

- ✓ People
- ✓ Policy
- ✓ Process
- ✓ Information
- ✓ Technology
- ✓ Enforcement

Detecting Counterfeit Products

Serialization enabled through GS1 Standards



- ✓ Provides an additional identification feature to more accurately identify a package
- ✓ Global standards required for serialization
- ✓ Johnson & Johnson endorses the use of GS1 standards

Public-Private-Consumer Partnerships



Government

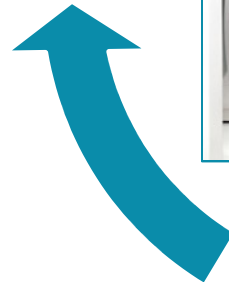
Enabling Environment
Enforcement & Prosecution
Zero Tolerance
Awareness Campaigns
International Cooperation
Global Standards



Industry



Monitoring & Reporting
Awareness Programs for
Consumers & Professionals
Implementation
Global Standards



Consumer

Awareness
Verification
Reporting



7 Billion Reasons to Care



GS1 Global Standards Will Benefit
Patients and Consumers Around the Globe

Johnson & Johnson



Mike Duffy

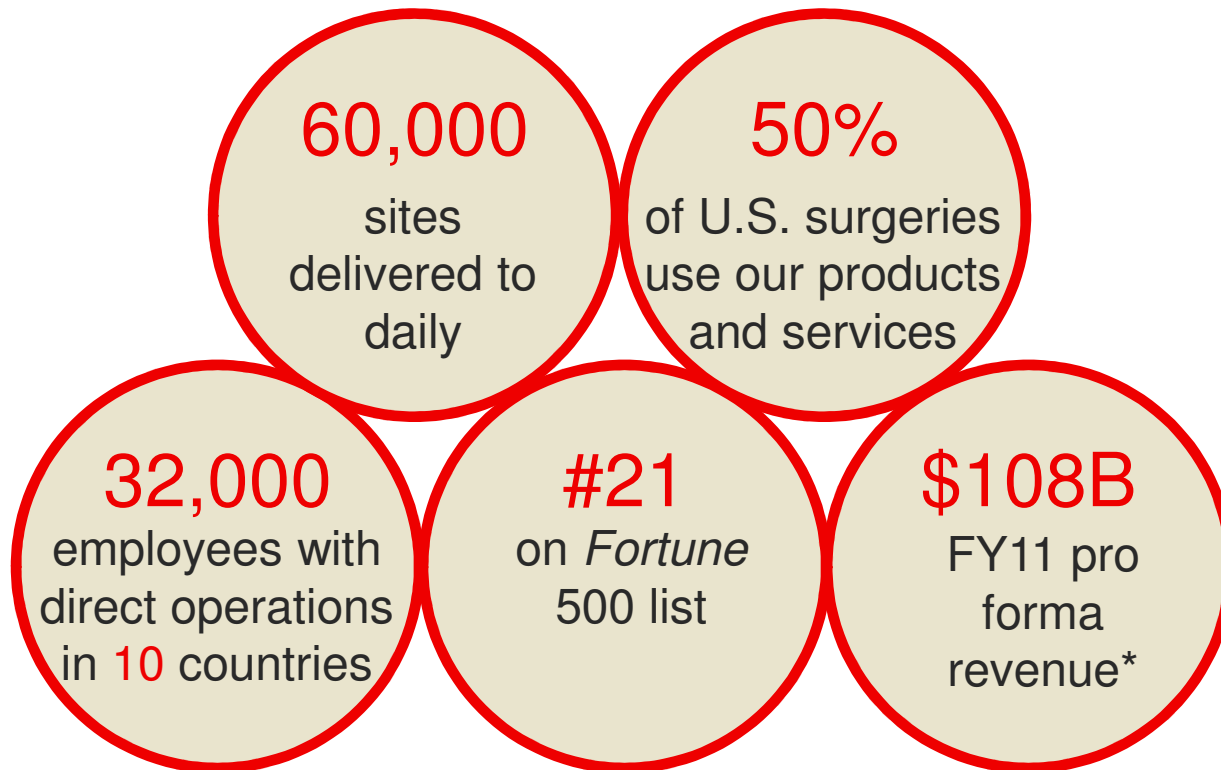
**EVP, Global Manufacturing
and Supply Chain**

Cardinal Health



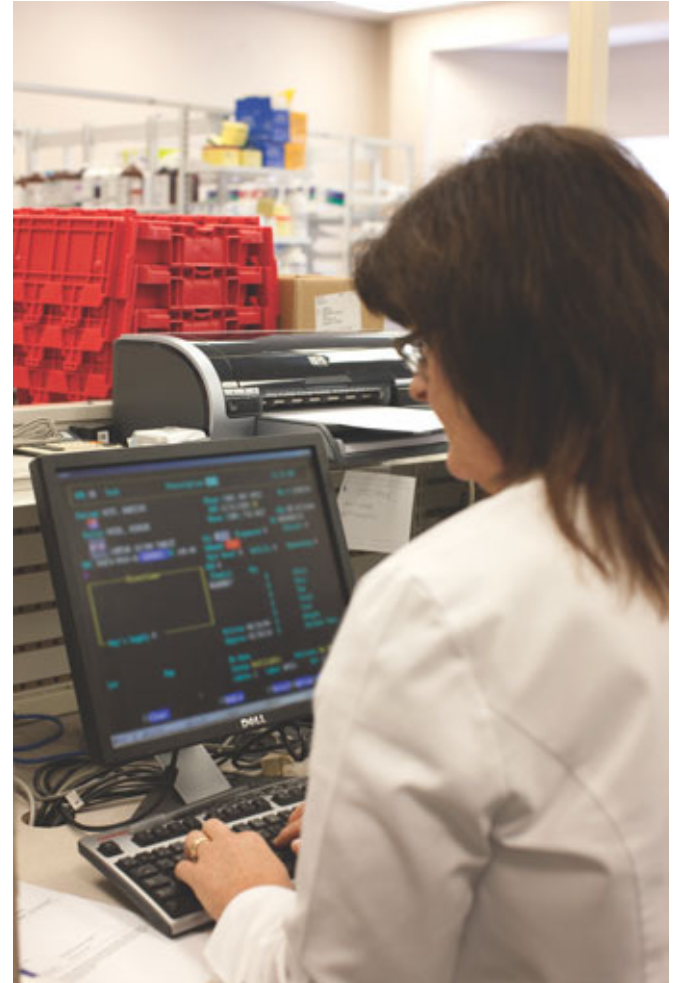
About Cardinal Health

Leading provider of products and services across the healthcare supply chain with an extensive footprint across multiple channels

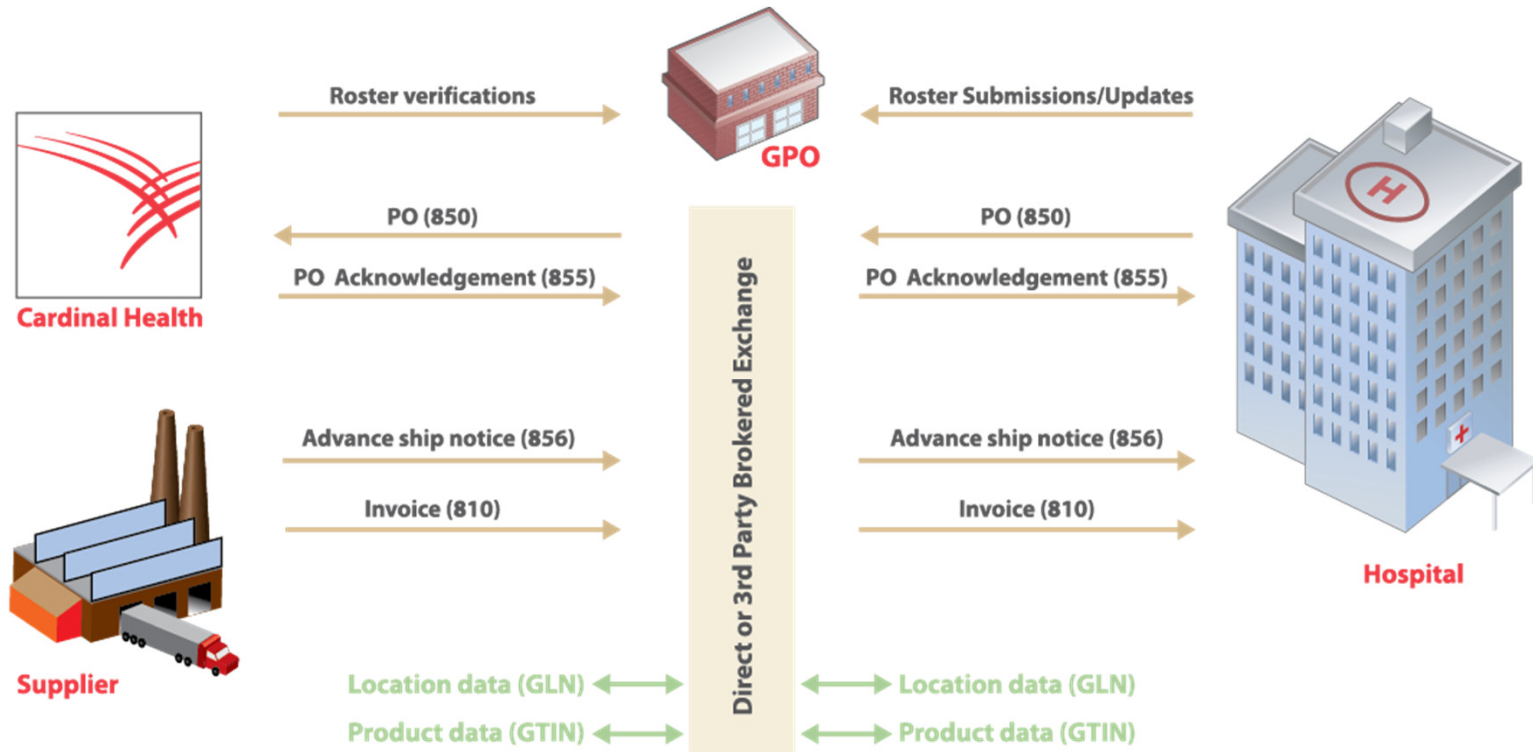


Adopting GS1 standards

- Disparity in data management is one of the greatest challenges with non-acute site integration
- Data standards have been widely embraced by other industries for years



Adopting GS1 standards

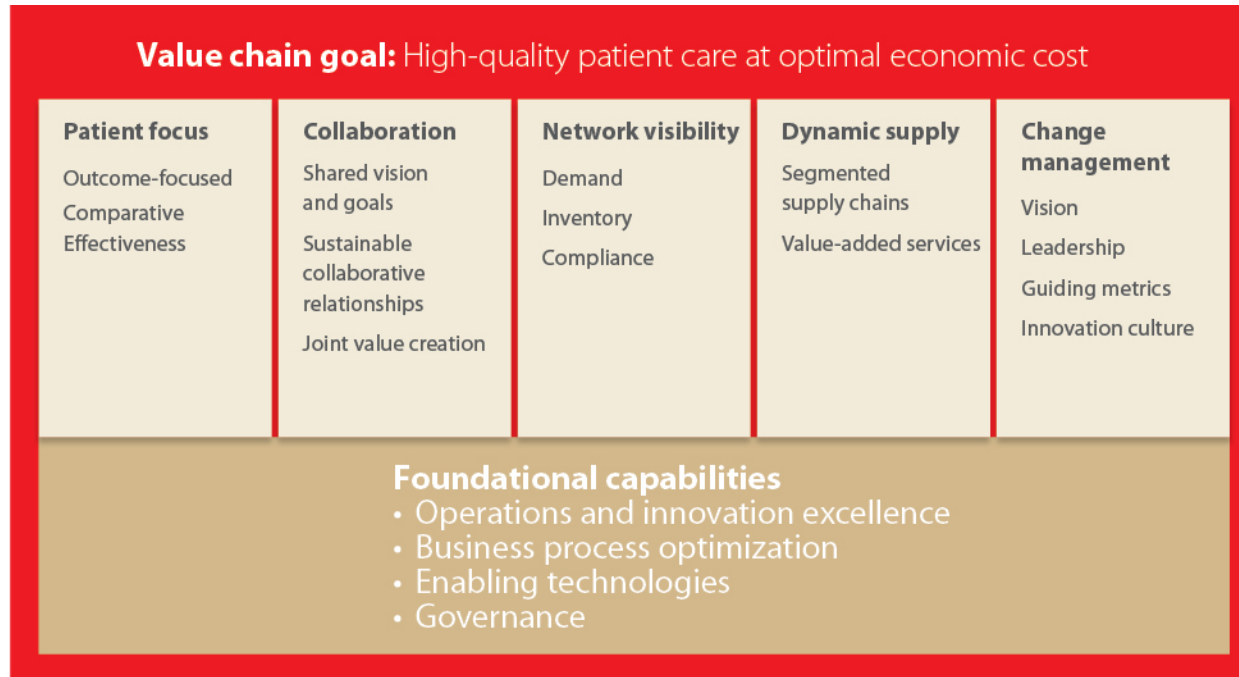


GS1 Key Benefits: *transparency, data normalization, supply chain visibility, and opportunities for savings and improved patient safety*

Supply Chain Optimization: The Gartner Model

Each year Gartner identifies and recognizes organizations that use their supply chains to improve patient care at the optimal cost.

This evaluation is driven by the following set of six core capabilities:



Source: Gartner, Inc., *The Healthcare Supply Chain Top 25 for 2011*, Barry Blake, Eric O'Daffer, et al, 30 November 2011 (Figure 1).



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