



Leveraging the G in GDSN

Engaging a Global Strategy

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Johnson & Johnson Health Care Systems Inc.

Global GDSN Deployment, Supply Chain Visibility

April 23, 2015

GS1 Global Healthcare – Mexico City

Topics

- J&J Introduction
- GDSN Landscape at J&J
- GDSN's Major Release 3
- Data Quality Initiatives

SUBGROUP NAME: REGION AND/OR PROJRCT |



Global Presence

- Global Leader in Health Care
- More than 275 Operating Companies in 60 Countries
- Selling Products in more than 175 Countries
- Approximately 128,000 Employees Worldwide

SUBGROUP NAME: REGION



Johnson & Johnson Family of Companies

- The world's sixth-largest consumer health company
- The world's largest medical devices and diagnostics business
- The world's sixth-largest biologics company
- The world's sixth-largest SUBGROUP NAME: REGION AND/OR PRO pharmaceuticals company



Unser Credo

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.

Johnson & Johnson

Nosso Credo

Наше Кредо

जिम्मेदार हैं जो हमारे साथ
 से पहचानना चाहिए। हमें उनकी
 ा चाहिए। उनमें अपनी नौकरी की
 र पर्याप्त होना चाहिए, तथा कार्य
 ा होनी चाहिए। हमें अपने
 गहिए ताकि वे अपने परिवार के प्रति
 सुझाव और शिकायत करने में संकोच
 हस, तथा उन्नति के समान अवसर
 ा चाहिए तथा उनकी कार्यवाहियाँ

Наша основная ответственность — перед
 сестрами, перед пациентами, перед отцами
 что пользуется нашей продукцией и услугам
 потребностями мы должны обеспечивать вык
 во всем, что мы делаем. Мы должны постоянно
 затрат, чтобы поддерживать приемлемый уровн
 должны выполнять точно и в срок. Наши поста
 должны иметь возможность получать достойную

Мы носим ответственность получать достойную
 и женщинами, которые работают у нас по всему мир
 ценить индивидуальность в каждом из них. Мы должн
 достоинство и признавать их заслуги: нам важно подде
 справедливый и соразмерный, а условия труда обеспе
 порядок и безопасности в завтрашнем дне. Вознаграждени
 заботиться о семье. Сотрудникам должны чувствовать, что о
 свободно выступать с предложениями и замечаниями. У все
 квалифицированных специалистов должны быть равные возмо
 получения работы, развития и продвижения. Мы должны п
 компетентное управление.

uestro Credo

amos que nuestra primera responsabilidad es con los médicos,
 meras y pacientes, con las madres y padres y todos los demás
 utilizan nuestros productos y servicios. Para responder a sus
 sidades, todo lo que hagamos debe ser de primera calidad.
 mos luchar constantemente por reducir nuestros costos a fin
 intener precios razonables. Los pedidos de los clientes deben
 ndidos rápidamente y con precisión. Nuestros proveedores
 dores deben tener la oportunidad de conseguir una
 ista.

nsables ante nuestros empleados, los hombres y mujeres
 on nosotros en todo el mundo. Cada uno de ellos debe
 o como persona. Hemos de respetar su dignidad y
 rito. Deben tener un sentido de seguridad y
 ción tiene que ser justa y
 ordenar

אבות ולכל האחרים המשתמשים במוצרנו ובשירותינו. בכדי
 לענות על צורכיהם, כל שאנו עושים חייב להיות באיכות מעולה. עלינו לשאוף
 באופן מתמיד להפחית את העלויות במטרה לשמור על מחירים סבירים.
 בהזמנות הלקוח יש לטפל באופן מדויק ומהיר. לספקים ולמפיצים שלנו
 חייבת להיות הזדמנות להרווח באופן הוגן.

הנשים העובדים עמו ברחבי העולם. כל אחד
 ינו לכבד את כבודם העצמי ולהכיר בערכם.
 הם יעדימו את האינטרסים שלהם על פני האינטרסים של החברה.

我們的信條

我們相信我們首先要對醫生、護士和病人負責，對父母親以
 產品和接受我們服務的人負責。為了滿足他們的需求，我們
 是高质量的。我們必須不斷地致力於降低我們的成本，以保
 的訂貨必須迅速而準確的供應。我們的供應商和經銷商應
 利潤。

我們要對世界各地和我們一起共事的男女同仁負責。每
 的個體。我們必須維護他們的尊嚴，讚賞他們的優點
 種安全感。酬薪必須公平合理，工作環境必須清潔、
 法幫助員工履行他們對家庭的責任。必須讓員工在技
 言。對於合格的人，必須給予平等的聘用、發展和
 備稱職的管理人員，他們的行為必須公正並符合道

我們要對我們所生活和工作的社會，以及全世界
 支援對社會有益的活動和慈善事業，盡給我們
 社會環境，促進健康和教育事業。我們必須善
 環境和天然資源。

最後，我們要對全體股東負責。企業經營必
 嘗試新的構想。必須堅持研究工作，研發創
 正。必須購置新設備，提供新設施，推出
 時之需。如果我們依照這些原則進行經營

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Focus on Data Sync & GDSN *across J&J*

Customer Focus

- Expanding our customer base in Consumer and Medical Devices for Global Data Synchronization Network (GDSN)
- Drive towards more industry standardization (GS1 Standards)
- Search out new data sync customers Outside U.S. (OUS)
- Align to regulatory demands as a driver to GDSN (e.g. UDI-like regulations and Serialization across the globe)

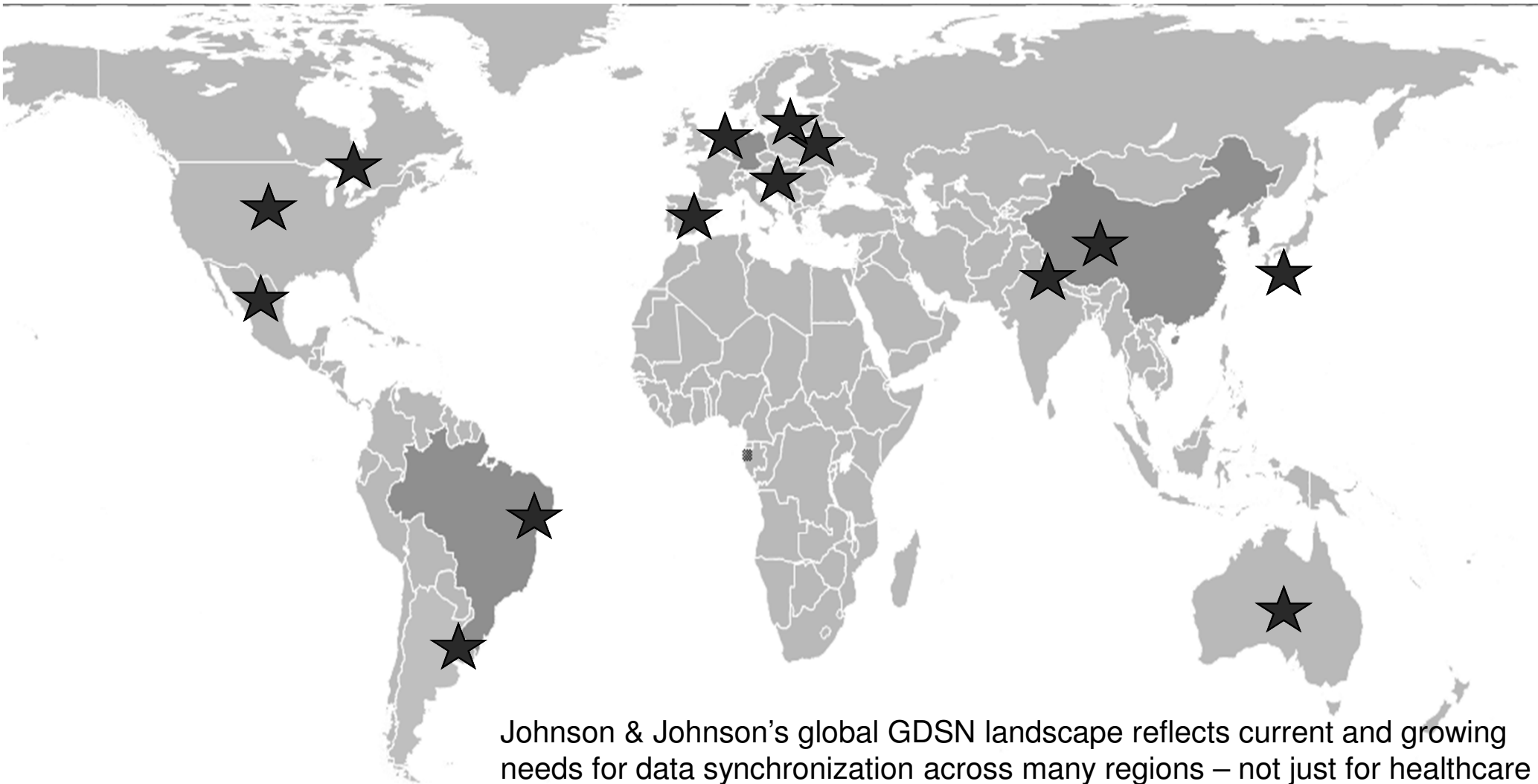
Internal Focus

- Align Data Synchronization strategies across J&J
- Facilitate automation for medical device product data
- Update for Major Release 3.0 (MjR 3) for GDSN
 - Migration for Consumer customers
 - Internal tools and processes
 - Review and update Data Quality processes

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Current GDSN Landscape Across Segments



Johnson & Johnson's global GDSN landscape reflects current and growing needs for data synchronization across many regions – not just for healthcare consumer items but a significant and growing need for medical devices – and global regulations are also active drivers. The pharmaceutical industry is also aligning and has regulatory data drivers for GDSN.

GDSN Expansion & Focus

GDSN's Major Release – May 2016

- New features providing additional supply chain efficiencies
- A more agile / flexible system allowing to quickly respond to market needs:
 - Easier to update and correct data
 - Modular approach – avoiding “categorization” challenges
 - Quicker responses to specific industry segments
 - Quicker support for regulations

Timing is critical: all stakeholders must be ready!

Data Quality Framework

U.S. Consumer Scope for now – (global & cross-segment approach)

- Data Accuracy & Verification
- Data Governance
- Data Quality: SUBGROUP NAME, REGION AND/O Manage to Measure & Report



to

Shaping a Global Solution....2015 and Forward



2015 + opportunities to

- Create the **electronic capability for a sustainable and global model for GDSN** for our customers
- Leverage a **centralized approach** for GDSN publication
- Enable **enterprise-wide data pool processes** for publishing and maintaining data
- Prepare to **automate** the aggregation, publishing and maintaining MD/Pharma data for GDSN **customer's request; make it the rule, not the exception.**

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