

The Promise of Health Care

Our Belief


At Johnson & Johnson, we believe that effective, compassionate health care systems are critical to achieving better health for people around the world. Such systems are centered on the needs of individuals, offer access to health care coverage for all, and provide people with information, encouragement, incentives and support to remain healthy, to obtain early diagnoses and to receive quality care and treatment when it is needed. We believe that people everywhere are served best when health care systems:

- Focus attention on prevention and public health measures in addition to acute and chronic care;
- Address the need for access to care across all economic and social circumstances;
- Allow patients and their health care practitioners to choose the best course of treatment;
- Support health choices with scientifically sound clinical and economic evidence;
- Protect the privacy of everyone's personal medical records;
- Provide for both public and private health care funding solutions;
- Provide incentives for medical progress;
- Promote market-based competition;
- Are characterized by strong and well-respected regulatory authorities;
- Promote transparent and ethical interactions among stakeholders;
- Are adequately funded to support the health care needs of individuals;
- Allow individuals, health care professionals, caregivers and payers to have access to up-to-date health information to help guide decisions;
- Operate efficiently, providing affordable, quality, timely and continuous care, and maximum, equitable access.

Our Role

We believe that, as a member of the global health care community, Johnson & Johnson has a responsibility to advance good health care through our actions as well as to work with others to help shape effective health care systems around the world that will serve the needs of people. We recognize that all members of the health care community must collaborate to achieve this goal. Using the vantage point of our broad base in health care, we will:

- Work to address unmet medical needs through science and innovation, using our talents and commitment to improve health care;
- Support efforts to enhance access to health care and health care products;
- Provide appropriate clinical and economic information about our products and treatments, as well as



broad health, disease and prevention information, to individuals, health care practitioners, caregivers and payers in ways that facilitate health care decision-making;

- Protect the privacy of personal medical information;
- Lead by example in providing preventive, health-related and lifestyle modification tools and solutions to our employees and their families worldwide;
- Work with others to improve the quality, cost effectiveness and accessibility of health care for people in developed and developing countries;
- Promote strong regulatory bodies;
- Enhance business models to ensure appropriate incentives and long-term sustainability.