

Janssen launches new initiative to drive health policy debate

Multi-stakeholder collaboration at the heart of Janssen Health Policy Centre

BRUSSELS, 7 October 2013: Janssen is today launching the *Janssen Health Policy Centre*, a new initiative to encourage healthcare debates that aim to better meet the healthcare expectations of patients and society.

The Janssen Health Policy Centre (www.janssenhealthpolicycentre.com) will establish multi-stakeholder forums for open discussions with key groups – public health specialists, healthcare providers, caregivers, policy makers, health economists and patient advocacy groups. The debates are based on data and health policy related reports. The insights gained by the Janssen Health Policy Centre will offer a holistic healthcare perspective and provide pragmatic recommendations to benefit society at large.

“Collaboration and education have helped set the tone at Janssen in inspiring a number of important initiatives with stakeholders and partners within a framework of learning, integrity, independence and transparency. The Health Policy Centre is at the heart of this effort. Through involving all key stakeholders we believe the initiative helps us as an organisation to respond quicker and more effectively to the public’s ever changing healthcare needs and demands,” said Béatrice Tardieu, Director of the Janssen Health Policy Centre in EMEA (Europe, Middle East and Africa).

The Janssen Health Policy Centre focuses on subjects related to the overall healthcare environment, such as research needs and future healthcare models. There is also a focus on disease areas in which the company’s specialists can offer their expertise, such as psoriasis, diabetes, schizophrenia, hepatitis C, tuberculosis, cancers and Alzheimer’s disease. By creating this forum it will enable healthcare stakeholders to shape an environment that will drive policy evolution and innovation.

All the reports of the Janssen Health Policy Centre are available for free, and can be downloaded via www.janssenhealthpolicycentre.com. Examples of recent collaborations available include:

- Building Bridges, Building Trust: Conversations on the Pharmaceutical Industry
- The Future of Healthcare in Europe report
- The Future of Healthcare in Africa report

- The Psoriasis White Paper
- The Silent Pandemic: Tackling Hepatitis C with Policy Innovation report
- Diabetes in the Downturn
- Pharmas' New Productivity Challenge Perspectives from Europe

More information can be found at www.janssenhealthpolicycentre.com

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Notes to editor

About Janssen

Janssen Pharmaceutical Companies are dedicated to addressing and solving the most important unmet medical needs of our time, including oncology (e.g. multiple myeloma and prostate cancer), immunology (e.g. psoriasis), neuroscience (e.g. schizophrenia, dementia and pain), infectious disease (e.g. HIV/AIDS, hepatitis C and tuberculosis), and cardiovascular and metabolic diseases (e.g. diabetes).

Driven by our commitment to patients, we develop sustainable, integrated healthcare solutions by working side-by-side with healthcare stakeholders, based on partnerships of trust and transparency.

More information can be found at www.janssen-emea.com or

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