

## **Media Backgrounder**

### ***“Better solutions through Collaboration”***

#### **JANSSEN HEALTH POLICY CENTRE**

##### **Overview: why a health policy centre?**

The Janssen Health Policy Centre - [www.janssenhealthpolicycentre.com](http://www.janssenhealthpolicycentre.com) - is a company initiative to engage in multi-stakeholder forums with public health specialists, healthcare providers, caregivers, policy makers, health economists and patient advocacy groups.

By providing new data and studies, the Janssen Health Policy Centre encourages conversations and debates to improve treatment effectiveness and systems efficiency in healthcare. Based on open discussions and insights from the many stakeholder groups, the Janssen Health Policy Centre wants to offer a holistic perspective and pragmatic recommendations that benefit society at large. The Janssen Health Policy Centre focuses on subjects related to the overall healthcare environment, such as research needs, future healthcare models, and on subjects that 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. This shared understanding by healthcare stakeholders will shape an environment that fosters policy evolution and innovation. All the reports of the Janssen Health Policy Centre are available for free, and can be downloaded from the company website.

**Recent collaborations in the health policy environment:  
Building Bridges, Building Trust - conversations on the pharmaceutical industry**

Janssen EMEA and Jane Griffiths, Group Company Chairman, hosted a roundtable discussion on the reputation of the pharmaceutical sector on Wednesday 31 October, 2012 in London at the Royal College of Surgeons.



The objective of the meeting was not only to present key insights gathered in the Report ‘Building Bridges, Building Trust’, but also to generate a forum for interactive and frank discussions with key stakeholders. Participants shared their opinions on what pharmaceutical companies should do to regain trust and to improve their reputation. Key speakers included Lord Hunt of Kings Health (Former Health Minister with responsibility for the pharmaceutical sector, currently member of the opposition’s health team), Mike Farrar (Chief Executive of the NHS Confederation) and Dr Sean Worth (Senior Consultant to Policy Exchange).

**The Future of Healthcare in Europe**



“The Future of Healthcare in Europe” (2011) is a report commissioned by Janssen that looks at the challenges and trends in healthcare with a perspective till 2030. The research was conducted by The Economist Intelligence Unit who compiled all relevant economic data on Europe’s healthcare systems and conducted 28 in-depth interviews with leading experts in the field. Based on the key trends identified, the authors then presented five possible scenarios for the future of healthcare in Europe. The report was published at the occasion of the conference, “The Future Of Healthcare In Europe”, that took place in Geneva, Switzerland in 2011.

**The Future of Healthcare in Africa**



Following the success of the “*The Future of Healthcare in Europe*” in 2011, Janssen commissioned the report “*The Future of Healthcare in Africa*”. Thirty-four leading healthcare experts – representing the entire chain of stakeholders from all parts of Africa – supported the Economist Intelligence Unit analysts to identify key trends currently shaping African healthcare systems. In addition, the report discusses the

challenges faced by the healthcare system in Africa and presents possible scenarios for healthcare in the next 10 years.

### **Psoriasis White Paper**



The Psoriasis White Paper '*A framework for improving the quality of care for people with psoriasis*' is the outcome of the European Expert Working Group for Healthcare in Psoriasis' (EEWGHP) findings and discussions. It provides the first framework for improving early access to high-quality care for people with psoriasis in Europe, through raised awareness and consistent management. Ultimately, it is hoped that this framework will help to raise treatment aspirations in psoriasis (of both healthcare professionals and people with psoriasis), thereby improving clinical outcomes and quality of care for the 14 million people living with the disease in Europe.

### **The Silent Pandemic: Tackling Hepatitis C with Policy Innovation**

The Silent Pandemic report was developed to challenge countries to use coordinated strategies to tackle Hepatitis C Virus (HCV) but warns that it will not be an easy task because few countries understand the magnitude of the disease.



The report goes on to highlight that many people only receive an HCV diagnosis when diagnosed with its end-stage conditions such as cirrhosis or liver cancer. Poor healthcare practices, such as failing to screen donated blood and the use of unsterilised medical equipment, are the cause of millions of cases in the developing world. The report concludes that countries will need to improve the data they have in order to introduce an effective approach to tackling HCV. This will include raising awareness about the disease, taking preventative measures, especially within health services, and making a real effort to reach vulnerable patient groups with available treatments before end-stage conditions develop.