

Digital transformation for commercial life science

What are the learnings for
a post COVID-19 world?

Berkeley Vincent

Managing Director Nordic Cluster,
Janssen Europe, Middle East & Africa
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Johnson & Johnson's presence in the Nordics



173,000
PATIENTS TOUCHED



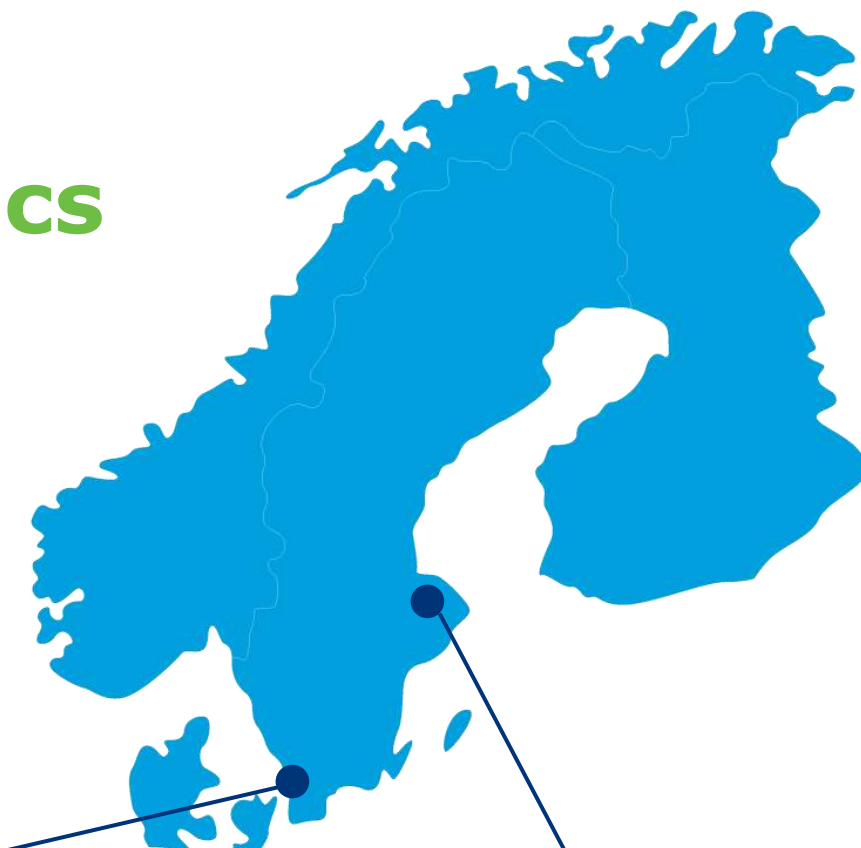
43
CLINICAL TRIALS



1400
DIRECT JOBS



2
FACTORY SITES




HELSINGBORG
OUR FIRST CARBON NEUTRAL FACILITY AND THE HOME OF NICORETTE

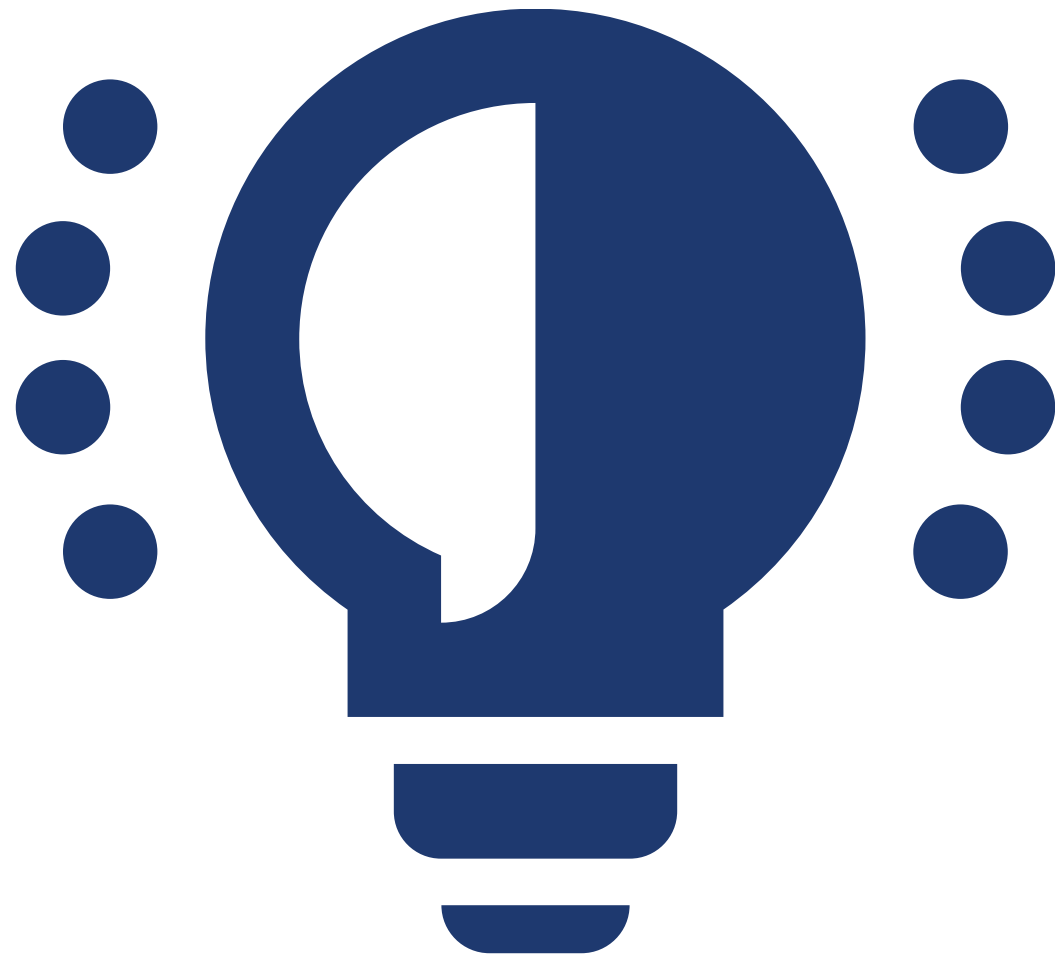


UPPSALA
MANUFACTURING **HEALON** – A SURGICAL AID IN OPHTHALMOLOGY

Berkeley Vincent
Managing Director Nordic Cluster,
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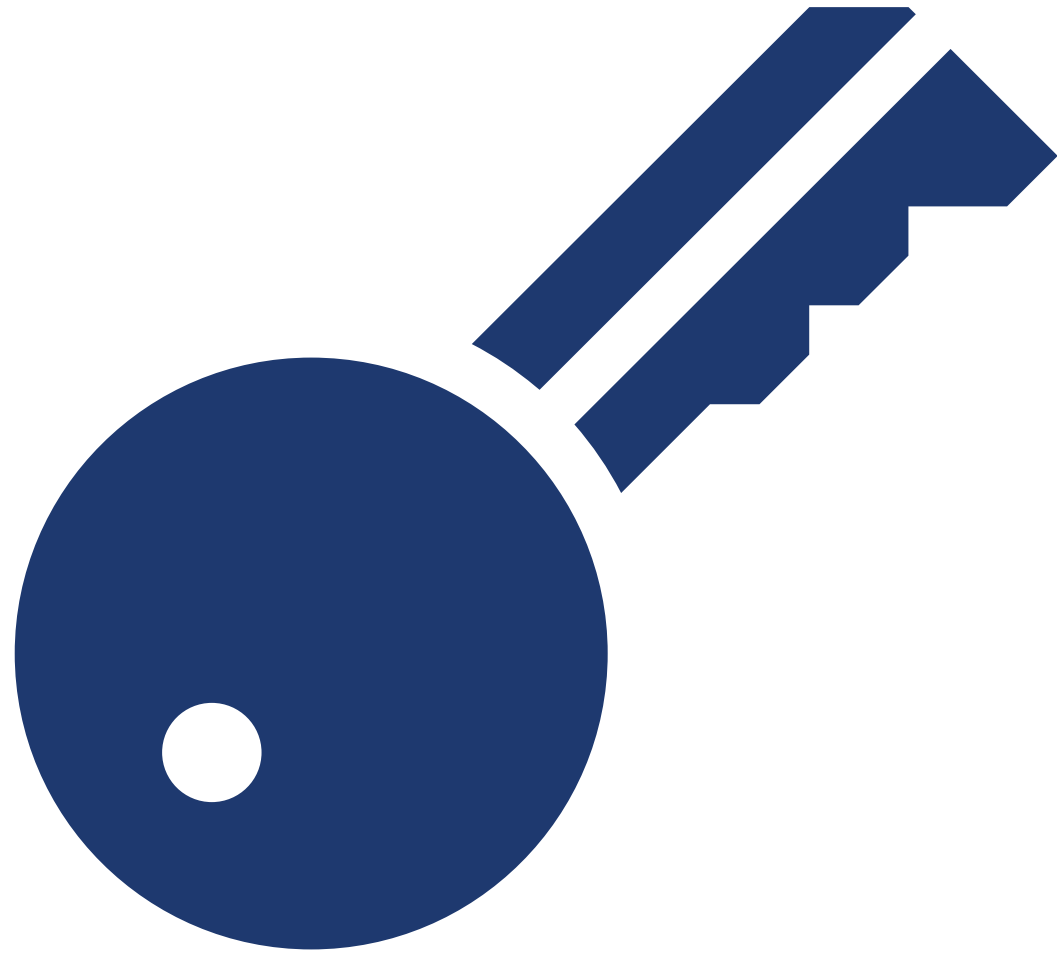
Previously VP for Customer and Digital Strategy in Janssen EMEA and several global and regional strategic roles in both the USA and Europe.





**“Never waste
a good crisis”**

Winston Churchill



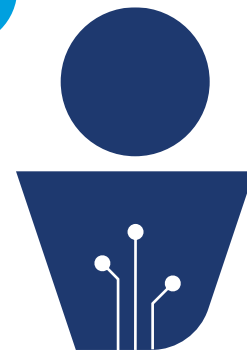
Who led the digital transformation of your company?

A

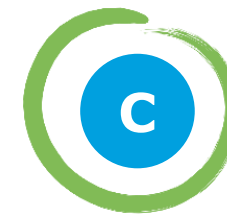


THE CEO

B



THE CTO



COVID-19

Positive trends in the market

- Health and economic emergency
- Triple aim of healthcare



Human transformation



Digital transformation

The irony of digital transformation, is that it's not really a transformation of technology at all



Data shared is a problem halved

- **Data sharing**
Missing coordination; needs to be done in a safe and ethically correct way
- **Digital solutions that meets actual customer needs**
Learn from Big Tech to further commercial the business model

Use the opportunity to further Digitalize Healthcare

Keep the pace of digital development.

Secure solutions for effective and ethically safe data sharing:

- Coordination
- Consistency
- Collaboration



Janssen

PHARMACEUTICAL COMPANIES OF
Johnson & Johnson