



Market Access Function Overview

Janssen Pharmaceutical Greece

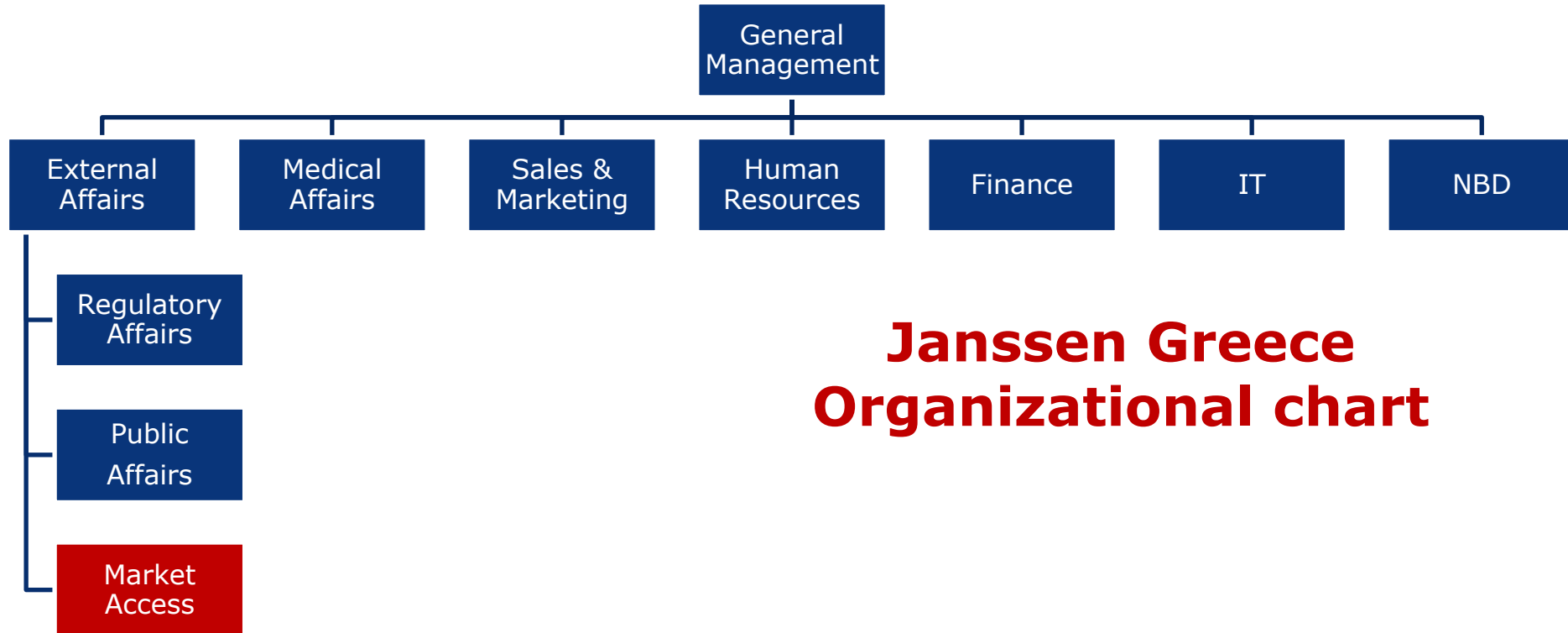
SfEE Business Day Forum

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PHARMACEUTICAL COMPANIES
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Who are we ?



Key Responsibilities

- Support our products in terms of Market Access challenges (pricing & reimbursement, hospital formulary, e-prescription etc.)
- Participation in company's multi-functional working teams (local & EMEA)
- Conduct Health Economic studies and develop tools in order to support the value of our key products to key stakeholders
- Address the challenges/minimize impact coming from healthcare reforms & legal changes and prepare for future challenges
- Communicate company's positions regarding healthcare policies/Market Access objectives to key stakeholders
- Participate in industry association teams

Key Customers

- **External**

- Social Security Funds – Admin. & Other Depts. (EOPYY & others)
- Ministry of Health
- National Drug Organization
- Hospital stakeholders (Admin., Pharmacists, Committees)
- IDIKA
- Various committees (Positive list, Price, DRG's etc.)
- Academy & Policymakers

- **Internal**

- Sales & Marketing
- Medical Affairs
- Business Support (mainly Finance & Customer Service)
- Other External Affairs Dept. Functions (Regulatory Affairs, Public Affairs)



Some extra items about our function...



- **Challenges**

- Uncertainty due to external environment instability / political factors
- Public sector inefficiencies
- Pharmaceutical sector is strongly hit by economic crisis/MoU
- Avoid/minimize impact of local measures at EMEA level (e.g. pricing)

- **Competencies required for success**

- Adaptability to continuous changes
- Negotiations/influence skills
- Have up to date information on developments – have a broad knowledge of external pharmaceutical environment topics
- Strong teamwork & effort, patience, persistence, results orientation...
- Ability to build strong relationships/partnership, based on transparency and trust



The key achievements of our team

- Ensure patient access to new innovative therapies of our company, during crisis period
- Avoid severe impact and patient access issues for our existing products in pricing & reimbursement areas
- Become a trusted partner for key stakeholders



Thank you
Discussion & Questions



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