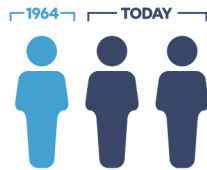
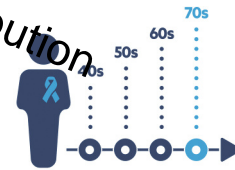


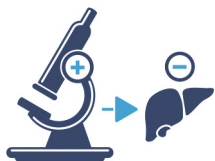
**73% of increase in life expectancy** between 2000 – 2009 was due to new medicines<sup>4</sup>



**2 of 3 people diagnosed with cancer today survive 5 years,** compared to 1 in 3 in 1964<sup>5</sup>



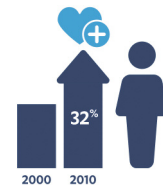
**A 20-year-old diagnosed with HIV today can expect to live into his or her 70's**<sup>6</sup>



**Hepatitis C is curable**<sup>7,8</sup>



**Using long acting injectable therapies for schizophrenia:**<sup>9</sup>  
 – saves \$17,300/patient/year  
 – 32 fewer hospital days  
 – 6X fewer ER visits



**Overall survival has increased 32% for patients treated for Multiple Myeloma** – from 2000 to 2010<sup>10</sup>

When you consider these and many other medical advances, it's clear we need to move beyond existing policies and approaches that focus solely on pricing, and consider the accompanying value brought by these innovative medicines.

### The Real Value of Medicines

At Janssen, we believe that our system should pay for outcomes — how well medical treatments and procedures improve the health of individual patients and our broader society. The ability to define value is critical if we are to move towards such a system.

We therefore believe value assessments of medicines must include patient perspectives and expand the definition of value to account for both cost-savings and societal gains that will accrue over the long-term.

### Collaborating for Future Health

If we want to solve the challenge of health-care system sustainability, it is necessary to have collaboration and mutual understanding among members of the innovative pharmaceutical industry, public and private payers, government agencies, health-care providers, and patients.

We look forward to collaborating with governments and health-plan providers to help define policies and systems that ensure Canadians have a voice in managing their health-care and have access to the best medicines available.

Our industry must come together to ensure all Canadians have access to innovative medicines today and in the future, and we encourage you to join us in this effort.

If you share these values, please connect with us at:  
[collaboration@its.jnj.com](mailto:collaboration@its.jnj.com).

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