



Delivering the Right Products to the Right Place at the Right Time



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ASEAN CLS Director

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What we'd like to share with you today

- J&J Credo – The basis for who we are...
- Supply Chain
 - Singapore Profile
 - Product Sourcing
 - Order Management
 - Ortho Kit Management
 - Measuring Effectiveness
- Quality
 - Governance
 - Programs
 - Technology
 - Customers



Our Credo

CUSTOMERS

EMPLOYEES

COMMUNITY

STOCKHOLDERS

Our Credo

We believe our first responsibility is to the doctors, nurses and patients, to mothers and fathers and all others who use our products and services. In meeting their needs, everything we do must be of high quality. We must constantly strive to reduce our costs in order to maintain reasonable prices. Customers' orders must be serviced promptly and accurately. Our suppliers and distributors must have an opportunity to make a fair profit.

We are responsible with us throughout the world. They must have a fair and adequate wage. We must be mindful of their responsibilities. In handling complaints, they must be given prompt attention. Their development and advancement for those qualified. We must provide competent management, and their actions must be just and ethical.

We are responsible to the communities in which we live and work and to the world community as well. We must be good citizens — support good works and charities and bear our fair share of taxes. We must encourage civic improvements and better health and education. We must maintain in good order the property we are privileged to use, protecting the environment and natural resources.

Our final responsibility is to our stockholders. Business must make a sound profit. We must experiment with new ideas. Research must be carried on, innovative programs developed and mistakes paid for. New equipment must be purchased, new facilities provided and new products launched. Reserves must be created to provide for adverse times. When we operate according to these principles, the stockholders should realize a fair return.

Johnson & Johnson

We believe **our first responsibility is to the doctors, nurses and patients, to mothers and fathers and all others who use our products and services.** In meeting their needs, **everything we do must be of high quality.** We must constantly strive to reduce our costs in order to maintain reasonable prices. **Customers' orders must be serviced promptly and accurately.** Our suppliers and distributors must have an opportunity to make a fair profit.

uestro Credo

...mos que nuestra primera responsabilidad es con los médicos y pacientes, con las madres y padres y todos los que utilizan nuestros productos y servicios. Para responder a sus necesidades, todo lo que hacemos debe ser de primera calidad. Debemos luchar constantemente por reducir nuestros costos y mantener precios razonables. Los pedidos de los clientes deben atenderse rápidamente y con precisión. Nuestros proveedores deben tener la oportunidad de conseguir un buen beneficio.

...nsables ante nuestros empleados, los hombres y mujeres que trabajan con nosotros en todo el mundo. Cada uno de ellos debe ser tratado como persona. Hemos de respetar sus derechos. Deben tener un buen beneficio.

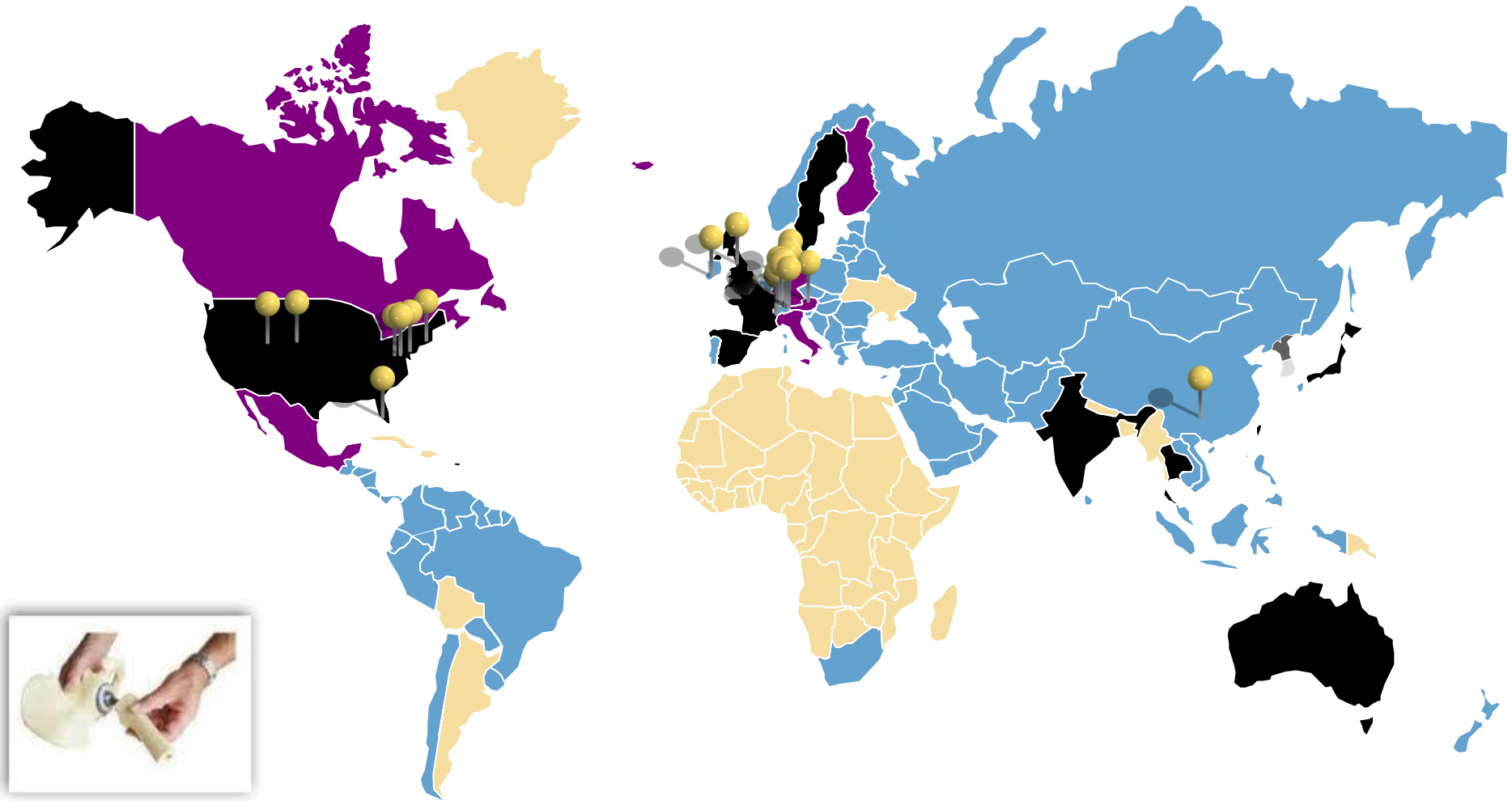
uestro Credo

Johnson

Country Profile: Singapore Supply Chain

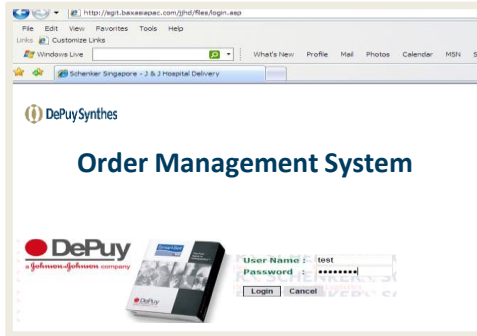
- Singapore sits within the ASEAN Geographic Cluster. J&J divides the Asia Pacific Supply Chain organization into Six Clusters.
- We support over 1400 deliveries per month with over 5000 trays.
- Depuy Synthes averages over 850 cases per month.
- SKU Complexity is high with over 21,000 SKUs in our orthopaedics business.
- We serve over 100 hospitals and clinics for our orthopaedics business in Singapore.

Product Sourcing: Orthopaedics



Over 30 manufacturing locations across North America, Europe and Asia

Order Management: Case Booking System



Case booking via Web application

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Enter required data & Submit

Capture surgeon's preference

Sl. No.	Cases	Surgeon	Booking Case	Preference
X 1	Hip	Ben Peng	Cement Gun	
X 2	Wtack	Ben Peng	Wtack ACL	Need to send Feature / Draft (Frieda 10/08/10)
X 3	Hip	Ben Peng	Boplar	1. Boplar 2. Corall 3. Power tools
X 4	Knee	Ben Peng	PPC	1. PPC 2. Pathway 3. Navigation 4. CI machine 5. Size 1.5 / Size 5.6 -H Dual Cutting Block 7. Power Tools
X 5	Bifemur	Ben Peng	Baruck	To include
X 6	Knee	Ben Peng	PPC	1. PPC 2. Pathway 3. Power tools 4. Size 1.5 / Size 5.5. CR 3. CI implants 6. CI Navigation / Pathway 7. CI machine
X 7	Hip	Ben Peng	Boplar	1. Boplar 2. Summi 3. Cement Gun
X 8	Hip	Ben Peng	Hip	Cement Gun
X 9	Must standby Espidum and Bullett must have concord 23mm series. Adlan

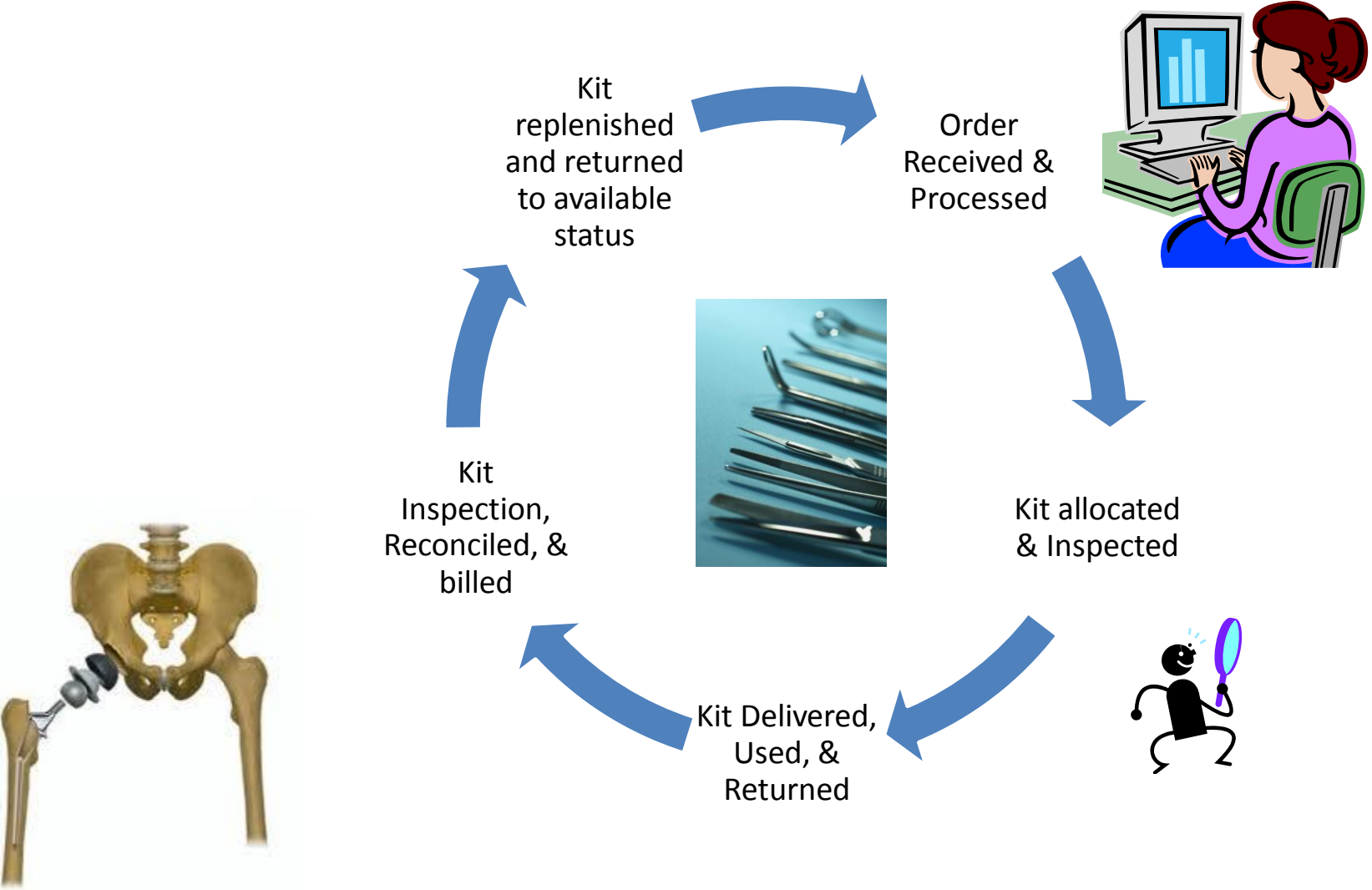
EPOD

Future Enhancement

J&J Case#	Operation Type	Booking Case	Surgery Date/Time	Status	Surgeon	Hospital	Requestor	Date Created	Surgeon Preference
2011415-00006	PPC	Knee	20/04/2011 10 AM	Open	Ben Peng	Changi General Hospital	Eugene	15/04/2011 5:04:02 PM	1. PPC 2. Power tools 3. PPC Sz 1.5 / Size 5
2011215-00004	Confidence	Spine	16/02/2011 2:30p	Open	Gohbe Lu	National University Hospital	Aiden	15/02/2011 1:00:28 AM	
2011171-00001	PPC	Knee	31/01/2011 1:00p	Open	Andran Dutton	Changi General Hospital	Ferdie	03/02/2011 12:52:21 AM	PPC // PPC Sz 1.5 // Power tools // Pathway // Send PPC CR 01 further notice Eugene 30/02 // need to send Lamer Boplar//CI case // send pathway set 6.7 & 8
2011131-00009	PPC	Knee	30/01/2011 1059	Open	Francis Wong	Glennagler Hospital	Dr. Tan	31/01/2011 3:36:42 PM	PPC // PPC Sz 1.5 // Power tools // Pathway // need to send PPC CR implants. Cancelled as per Eugene 13/02/09 // need list of power tools. Eugene 04/03 // All lines case. use CI Navigation. Inform by Eugene at 07/03/09

Print case listing daily and plan for sets deployment to hospitals

Kit Management: Orthopaedics



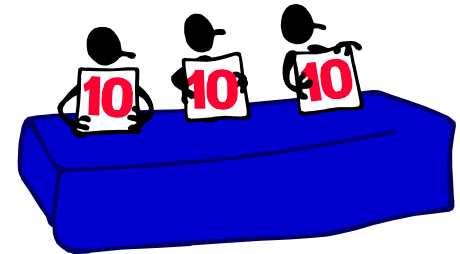
Measuring Effectiveness: The “Perfect Order”

- Definition

- Perfect Order is a measure of the effectiveness of the entire Order to Payment process.

- What the Customer wants:

- Products received at
 - Right Time
 - Right Quality
 - Right Quantity
 - Right Price



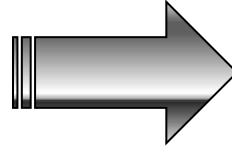
- Benefits

- Key to measuring and managing **customer experience**
- Competitive advantage
- Lower cost throughout supply chain

Perfect Order: What it measures

On time Metrics

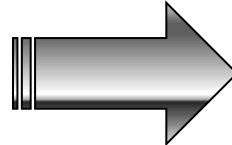
When an order is placed...



- ✓ Is the product available ...?
- ✓ Is order processing(entry & Pick Pack) happening on time?
- ✓ Does customer gets the product when he/she wanted?

Accuracy Metrics

When the customer receives the product...



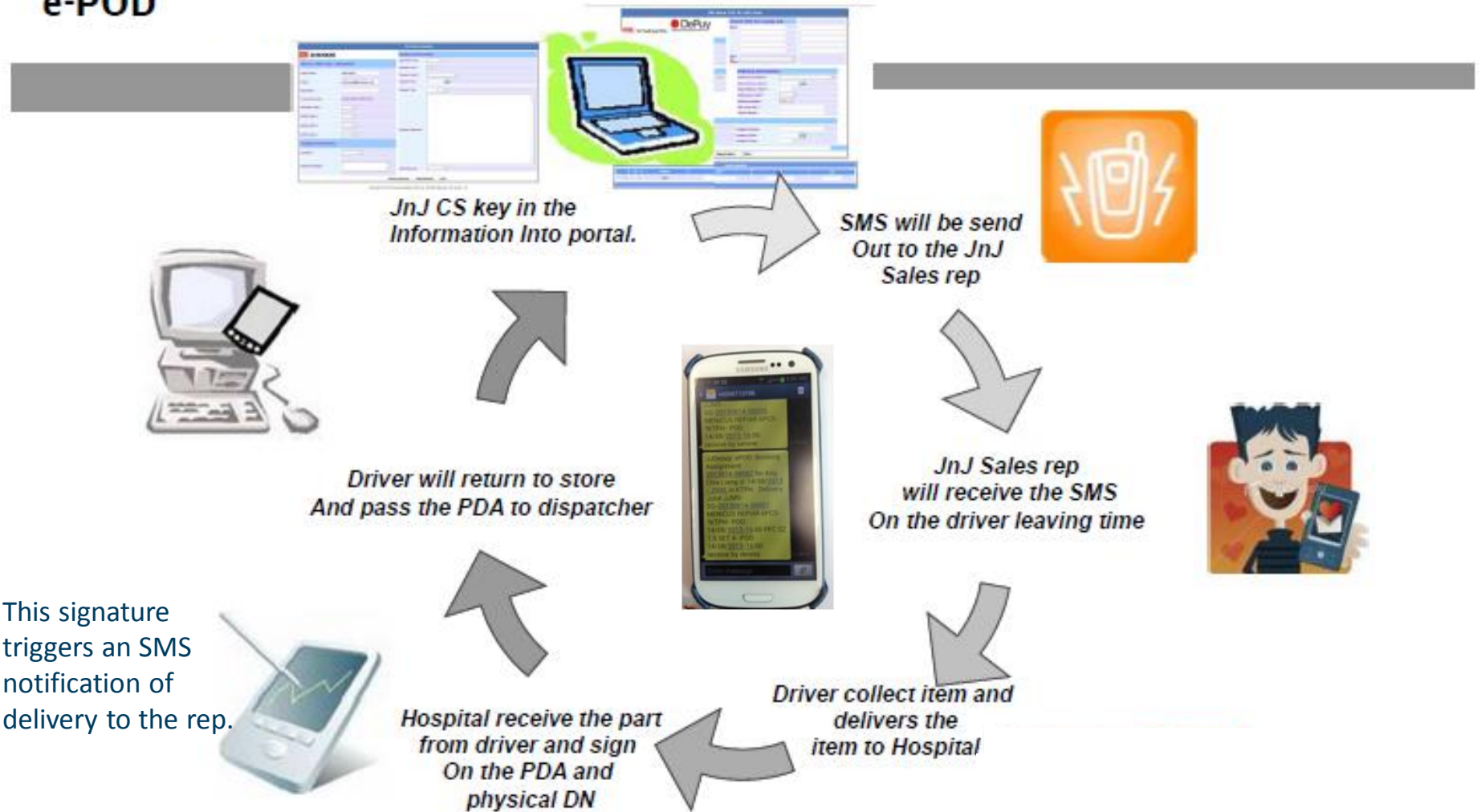
is the product received :

- ✓ Right on quantity?
- ✓ Right on Quality?
- ✓ Billed at Right Price(as agreed)?

Perfect Order(On time X Accuracy): Measures efficacy of end to end Supply Chain processes

A Sneak Peak at a Future Enhancement

e-POD

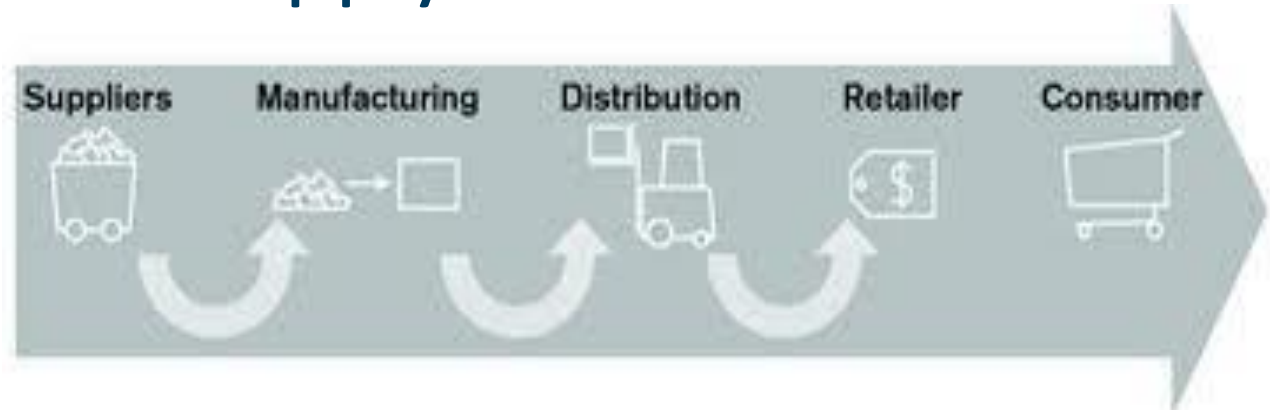


This signature triggers an SMS notification of delivery to the rep.

Confidential & Proprietary

Quality is a Value Creation Driver for Supply Chain

QUALITY



TRUE VALUE

The way the customer experiences the entire company's offerings including products, services and intangibles

DIMENSIONS OF VALUE

- Conformance to requirements
- Product selection
- Price and brand
- Value added services
- Relationship and experiences



I OWN QUALITY

Johnson & Johnson employees

.....QUALITY LANDSCAPE AT J&J



Our Credo



1



Technology Roadmap

3

Our Customers

4

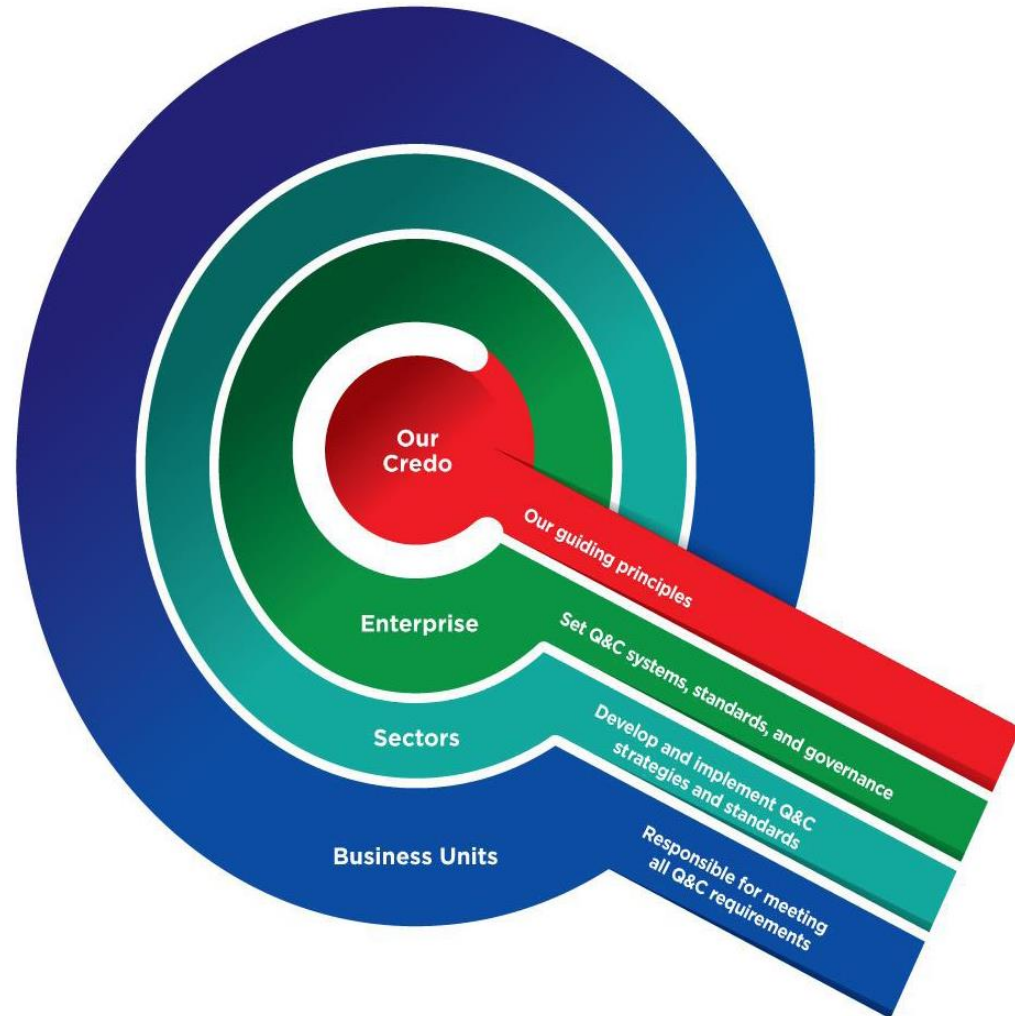


2

Our Governance

We Strive to Uphold Our Responsibility to Those Who Use Our Products “...everything we do must be of high quality.”

.....Our reach extends end-to-end to ensure that we **design, make, and deliver** the right product with the right performance, every time!





Our Credo



Our Governance



Technology Roadmap



Our Customers



Programs



Quality Programs



Q

At what points in the process are patients and customers involved?

Q

How is the "final outcome affected by the patient?"

Build Lifetime Customer Value

What is Quality?

SAFE

- Avoiding harm to patients from care that is intended to help them.

EFFECTIVE

- Providing services based on scientific knowledge and which produce a clear benefit.

PATIENT CENTREDNESS

- Providing care that is responsive to individuals' needs and values.

TIMELY

- Reducing waits and sometimes harmful delays.

EFFICIENT

- Avoiding waste

RELIABLE

- Providing solutions that does not vary in quality because characteristics

Meet the Quality Standards



R&D

Opportunity & Needs

Product Development



Innovation

+ Reliable Products

Manufacturing

Design Transfer & Mfg



+ Reliable Delivery

Marketing

Sales & Distribution



ISO 13485/FDA 21 CFR820

Health Products Act (Chpt 122D)



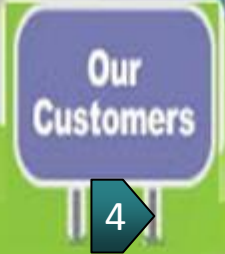
Our Credo



1



3

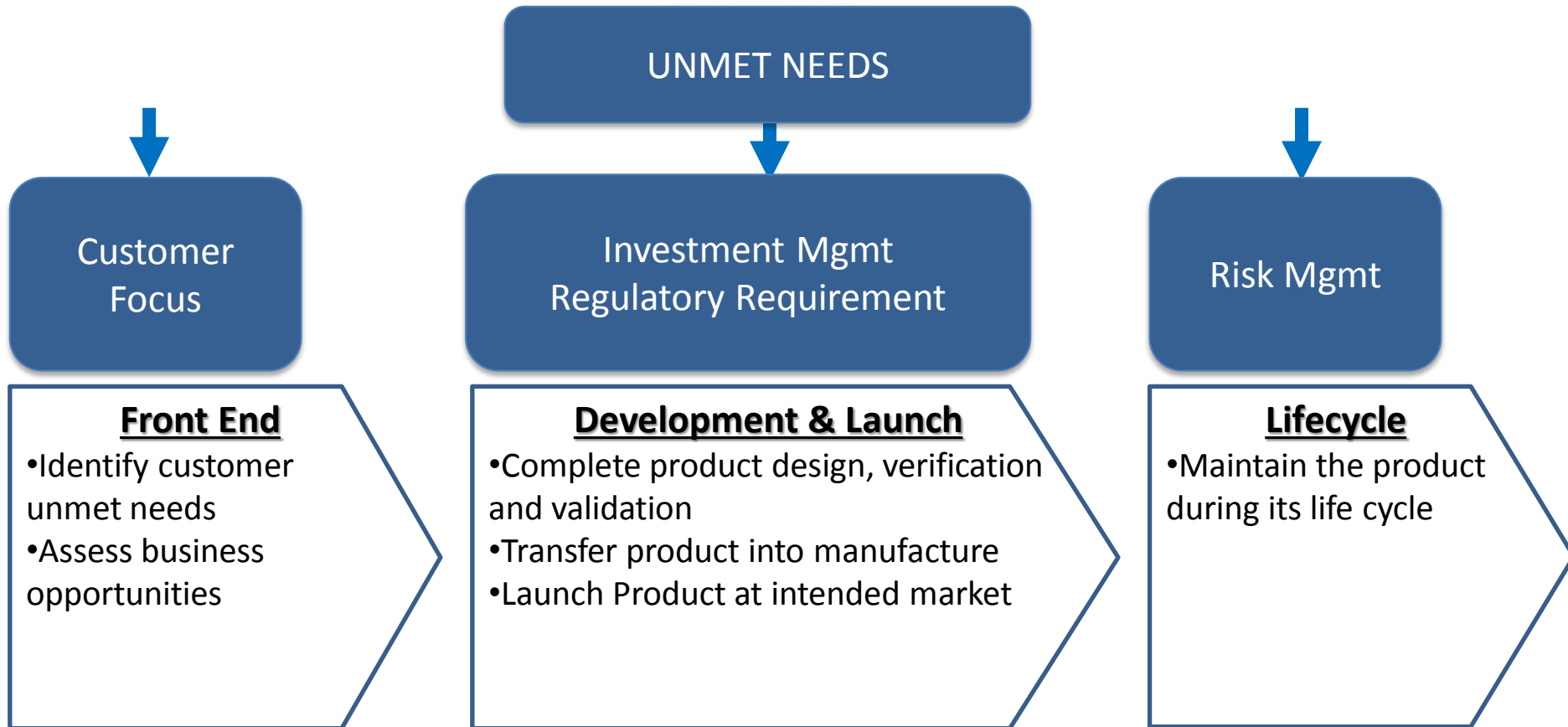


4



Programs

Innovating for Patients



Tested by Us, Real Life Tested by Patients

WHAT ARE THE CHALLENGES TO THE MISSION TO RESTORE MOVEMENT

Opportunities



Changing
Requirements

Less steps with
better patient
outcome

Sustaining
compliance and
focusing on wellness
and prevention

Over 115 Years of Innovating for Patients Value Proposition



- Protect our ***Trustmark***
- Deliver ***Prevention Focus***
- Become ***a Stronger Enterprise Thinker***

Our Credo



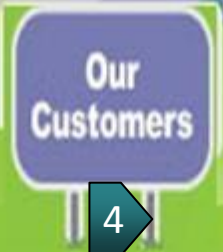
Our Governance



Technology Roadmap



Our Customers



4

Programs



A Complaint is a Gift

Complaint and Service Management solution

- *Identify safety signals and take swifter action;*
- *Enhances our customer's experience;*
- *Meets our global regulatory commitments"*



PATIENTFIRST PROGRAM

Common process and technological solution to increase patient safety



The People of Johnson & Johnson. . .

Caring for the world, one person at a time inspires and unites the people of Johnson & Johnson.

We embrace research and science – bringing innovative ideas, products and services to advance the health and well-being of people.

Employees of the Johnson & Johnson Family of Companies work with partners in health care to touch the lives of over a billion people every day, throughout the world.





Thank You