



# Johnson & Johnson

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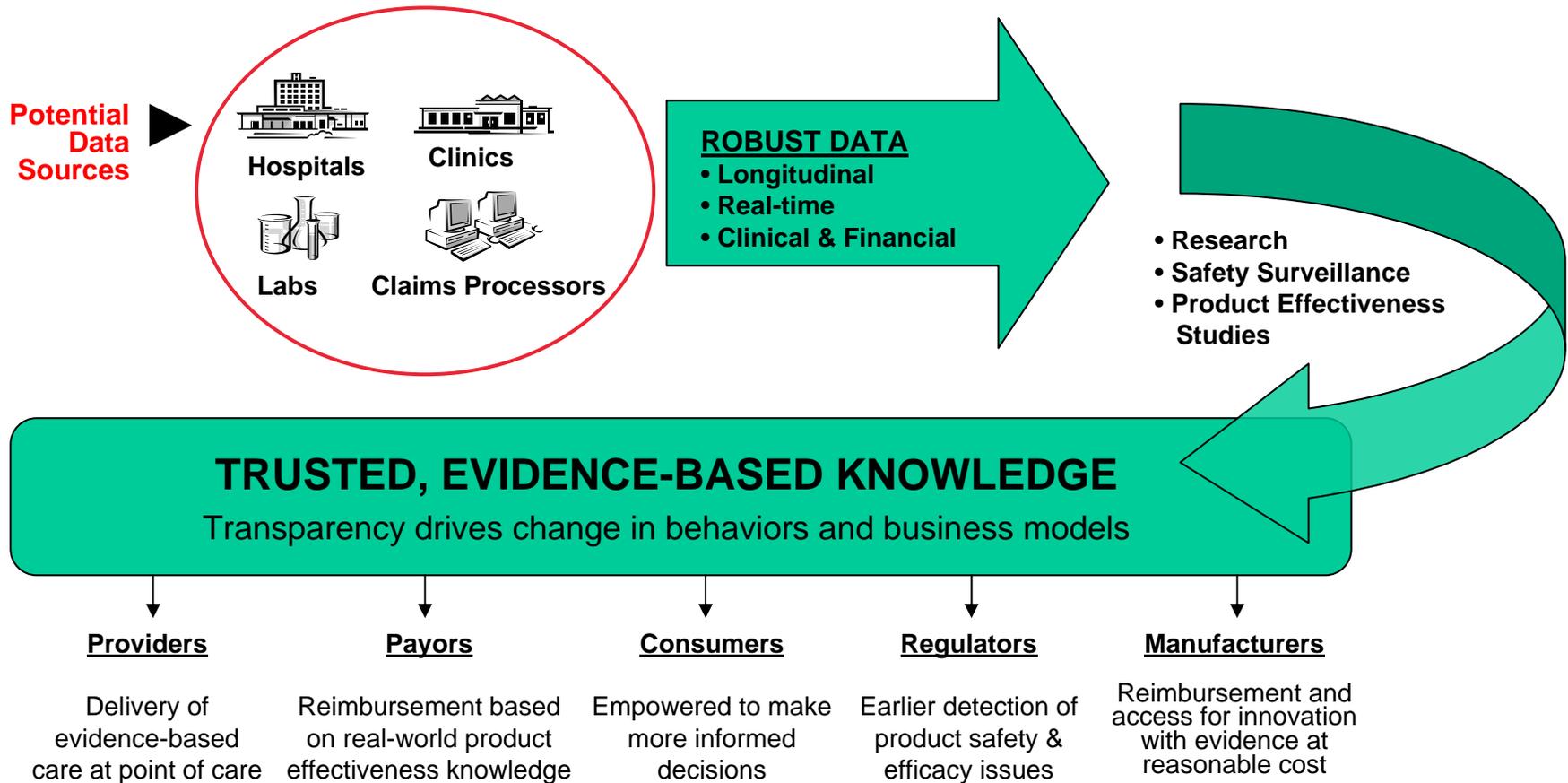


# Healthcare Innovation: Benefits & Risks

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- Inherent tension balancing early access to novel therapy & minimizing risks
- Data supporting approval may have limited relevance in real world
  - Medical relevance to population, relevance to pricing, unknown risks
- Additional quality longitudinal data are required from real world populations to inform healthcare decision making

# Transparency of product related outcomes is critical for sustainable health care



# Pragmatic Considerations

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- The role of industry & other stakeholders
- Privacy & Ownership
- Quality versus quantity
- Physician engagement
- Data utilization
- Interoperability & Standards

# Sources of information

