Janssen Neuroscientists Challenge Healthcare Industry to Create Integrated Approaches to Healthcare

The Associated Press

Janssen Research & Development, LLC, ("Janssen") announced today the publication of a new article that addresses integrated approaches to healthcare solutions. The authors challenge the healthcare industry to expand its thinking beyond product-focused, "magic bullet" drug development and discuss the need for an integrated approach to patient care, including use of devices, tools and services to help a patient's progress. The commentary, "Beyond magic bullets: true innovation in health care," was published in the February 2013 issue of Nature Reviews Drug Discovery and is available at: http://www.nature.com/nrd/journal/v12/n2/full/nrd3944.html.

"We are in the middle of a revolution for molecular medicine. Advances in the field are constantly yielding new information about the body and its diseases. The need to differentiate from existing therapies and the mandate for innovation are clear," said Husseini K. Manji, M.D., Global Therapeutic Area Head for Neuroscience, Janssen Research & Development, LLC, and senior author of the article. "Scientists and business leaders are looking for and implementing new strategies to bring forth innovative therapeutic approaches that are meaningful and measurable to patients, caregivers and payers." The authors discuss solutions for central nervous system (CNS) disorders - a group of diseases and illnesses identified as one of the biggest challenges to our healthcare and economic environment. The predicted cost of these disorders to society worldwide is higher than that of cancer, diabetes and chronic respiratory diseases combined,[1] and many serious mental illnesses, for example, can affect a patient's ability to take medicines on a regular basis and become engaged in a treatment plan. The authors suggest that a "beyond the pill" integrated care model - including ongoing remote analysis of physiological and activity-based parameters using on-body sensors, or even mobile technology such as smart phones - has the potential to advance disease management and treatment efficacy. Such technologies and advances must be developed and introduced in collaboration with patient advocacy groups and with appropriate education for and consent of patients and caregivers.

"Treatment plans that leverage combined benefits of a pharmaceutical product with devices and programs that support medication adherence and access to treatment and services may be the shift needed to keep pace with the disease management challenges, especially in neurodegenerative disease and mental illness," said Dr. Manji.

Research supports the authors' views. In the treatment of schizophrenia, for example, integrated care including medication and a holistic care program to look after a patient's medication adherence and provide other therapeutic elements can

lead to a decrease in relapse-related hospitalization. In Germany, significant reductions in relapse-related hospitalization rates have been achieved for patients with schizophrenia and bipolar disorder who were enrolled in integrated care models. Such programs can contribute to improved quality of care and better medication adherence.

"Integrated models have the potential to radically change patient care as we know it, while being sensitive to the time demands of caregivers," said co-author Michael Yang, President, Janssen Pharmaceuticals, Inc. "As we advance at the molecular and disease biology level, we also must evolve business models so that our healthcare ecosystem can improve outcomes for patients who have some of the most devastating diseases." About Janssen's Healthy Minds Program Janssen's interests in integrated care for brain diseases have a direct connection to the Janssen Healthy Minds program, launched in 2011 to encourage collaboration among biotechnology, pharmaceutical and public-sector organizations to accelerate the discovery of new therapeutic solutions for neurologic and brain diseases. Healthy Minds builds on Janssen's longstanding legacy of achievement in advancing neuroscience research.

The company's work in this area dates back to the 1950s, when Dr. Paul Janssen's discovery and development work led to one of the first breakthrough treatments for schizophrenia. Janssen is named for "Dr. Paul," who is known as one of the 20th century's most gifted and passionate physicians and pharmaceutical researchers.

Over the last half century, Janssen has discovered, developed and launched many innovative treatments for brain and CNS conditions and remains firmly committed to neuroscience. Janssen commits more than $12 million annually to public and professional education about mental illness and brain disorders, sponsorships and philanthropy in the field of neuroscience and mental health.

About Janssen Research & Development, LLC
At Janssen Research & Development, LLC, we are united and energized by one mission - to discover and develop innovative medicines that ease patients' suffering, and solve the most important unmet medical needs of our time. As one of the Janssen Pharmaceutical Companies of Johnson & Johnson, our strategy is to identify the biggest unmet medical needs and match them with the best science, internal or external, to find solutions for patients worldwide. We leverage our world-class discovery and development expertise, and operational excellence, to bring innovative, effective treatments in oncology, immunology, neuroscience, infectious diseases and vaccines, and cardiovascular and metabolic diseases. For more information on Janssen R&D, visit http://www.janssenrnd.com/.

About Janssen Pharmaceuticals, Inc.
As a member of the Janssen Pharmaceutical Companies of Johnson & Johnson, Janssen Pharmaceuticals, Inc., is dedicated to addressing and solving some of the most important unmet medical needs of our time. Driven by our commitment to patients, we work together to bring innovative ideas, products, services and solutions to individuals with serious conditions, and to physicians throughout the world. For more information on Janssen Pharmaceuticals, Inc. or its products, visit us at www.janssenpharmaceuticalsinc.com or follow us on Twitter

at www.twitter.com/JanssenUS.

[1] World Economic Forum. The Global Economic Burden of Non-communicable Diseases (Harvard School of Public Health, 2011).

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