Harnessing the Power of Behavior Change

Len Greer, President
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Johnson & Johnson HEALTH & WELLNESS SOLUTIONS
We Live Health and Wellness Everyday
Health behavior change can help impact health outcomes

- Excessive alcohol consumption
- Poor diet
- Physical inactivity
- Smoking
- Insufficient sleep
- Poor standard of care
- Poor stress management
- Lack of health screening

8 behaviors, the majority of which can be modified, impact the 15 most common chronic conditions, which account for 80% of total global costs for chronic illness.¹

*Source: AON Hewitt Health Survey 201
Four key capabilities guide our creation of behavior change and wellbeing solutions.

1. Data-Driven Insights
2. Science of Behavior Change
3. Intuitive Product Design
4. Integrated Digital Technologies
Corporate Athlete®: Proven Path to High Performance

Our science-based Corporate Athlete® training solutions are proven to help drive engagement, address burnout and reduce turnover through effective energy management – so individuals, teams and organizations can perform to their full potential.
Corporate Athlete® for J&J Workforce Results

Johnson & Johnson conducted Workforce Analytics study using full-time US employee data (2009-2015) to determine the net effects of the Energy for Performance trainings

Results

- Taking the course was associated with an 18% higher likelihood of receiving a top rating the following year\textsuperscript{1}
- E4P graduates were significantly more likely to stay at J&J over the 7 year period studied
- Participation in the course was associated with a 25% higher likelihood of receiving a promotion\textsuperscript{2}
- Taking the longer courses and multiple times was associated with increased performance and higher retention\textsuperscript{2}

Implications

- Positive impact to business outcomes* (increased performance, promotion, retention)
- Positive benefit (retention/promotion) to employees who participate in the longer courses and who take more than once.
- Personal benefit to employee health and productivity and their perception of working for a caring company (based on survey results)

\textsuperscript{1} n = 9,535  \textsuperscript{2} n = 7,791

\*Increased retention alone provides an estimated savings to the organization from reduced turnover costs\textsuperscript{1} of $60MM for the 30,000 trained to date and $400MM by 2020 when all 100,000 employees are trained
Beyond surgery to episode of care solutions

A digital solution that leverages proven behavior science principles to help patients:

- Get educated on potential treatment options
- Make an informed decision about surgery
- Prepare for surgery
- Experience optimal post-surgery recovery
- Make lifestyle changes post-surgery to help facilitate long-term success
Achieving a “better than normal” life.

The Patient Athlete™ is a pre- and post-surgical interactive experience that helps joint replacement patients achieve more than pain reduction utilizing proven energy management principles designed to teach patients how to connect to what matters most in their lives to achieve improved outcomes throughout the surgical journey.

**Pilot Program Results**

52% felt less fearful of surgery

70% felt more confident of surgery

55% felt they recovered more quickly than expected

68% felt more fully engaged with people and things that matter most to them

88% would recommend program to family and friends

Source: Survey conducted in 2014 by MedTrak, Inc. on behalf of DePuy Synthes Companies among 33 patients who participated in the Patient Athlete Program
• Fast, simple, science-based way to work out anywhere

• Developed by Chris Jordan at the J&J Human Performance Institute, the same person whose research supports the high intensity interval training (HIIT) this app provides