You Medical

Strategic concepts in changing world

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Online sources are key for the 90 percent of US adults who use multiple platforms to get news and information on a typical day.

Almost 40 percent of US adults want more information on health

<table>
<thead>
<tr>
<th>Topic</th>
<th>% who say enough coverage</th>
<th>% who say not enough</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports and athletes</td>
<td>87%</td>
<td>6%</td>
</tr>
<tr>
<td>Business and finance</td>
<td>75%</td>
<td>18%</td>
</tr>
<tr>
<td>International news</td>
<td>63%</td>
<td>32%</td>
</tr>
<tr>
<td>Music and arts</td>
<td>63%</td>
<td>29%</td>
</tr>
<tr>
<td>New kinds of technology</td>
<td>62%</td>
<td>33%</td>
</tr>
<tr>
<td>Health and medicine</td>
<td>59%</td>
<td>39%</td>
</tr>
<tr>
<td>U.S. domestic policy</td>
<td>59%</td>
<td>34%</td>
</tr>
<tr>
<td>Your neighborhood or local community</td>
<td>57%</td>
<td>38%</td>
</tr>
<tr>
<td>Your state government</td>
<td>55%</td>
<td>39%</td>
</tr>
<tr>
<td>Religion and spirituality</td>
<td>51%</td>
<td>41%</td>
</tr>
<tr>
<td>Scientific news and discoveries</td>
<td>50%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Health is a top priority for seekers of online news and information.
People use news and information for everyday conversation

<table>
<thead>
<tr>
<th></th>
<th>All news-following adults</th>
<th>4-6 media platforms*</th>
<th>2-3 platforms*</th>
<th>1 platform*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enjoy talking with friends, family, about what’s happening in the world</td>
<td>72%</td>
<td>79%</td>
<td>67%</td>
<td>47%</td>
</tr>
<tr>
<td>Feel special social or civic obligation to stay informed</td>
<td>69%</td>
<td>73%</td>
<td>66%</td>
<td>55%</td>
</tr>
<tr>
<td>Find information in news that helps improve my life</td>
<td>61%</td>
<td>68%</td>
<td>56%</td>
<td>40%</td>
</tr>
<tr>
<td>Provides me with entertainment, relaxing diversion</td>
<td>44%</td>
<td>46%</td>
<td>44%</td>
<td>28%</td>
</tr>
<tr>
<td>Need to for my job</td>
<td>19%</td>
<td>24%</td>
<td>13%</td>
<td>18%</td>
</tr>
</tbody>
</table>

* Platform options were: Local print newspaper, national print newspaper, local TV news, national TV news, radio, internet.

The online world has accelerated everyday conversation

Everyday Conversation

- Facebook
- Twitter
- Blogger
- YouTube
- LinkedIn
- MySpace

Dynamic Acceleration

- Faster
- Cheaper
- More Versatile
- More Friends
- More New Information
Online world co-mingles and personalizes information sources

Everyday Conversation
- Facebook
- Twitter
- Blogger
- LinkedIn
- MySpace

Information Media
- Wikipedia
- TwinCities.com
- Google
- The New York Times
- Yahoo!

Medical Industry
- Various medical websites
Core values guide strategic direction for health communicators
A credo provides foundation for corporate strategy

Our Company

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.

Our Family of Companies comprises:
- The world’s premier consumer health company
- The world’s largest and most diverse medical devices and diagnostics company
- The world’s third-largest biologics company
- And the world’s sixth-largest pharmaceuticals company

We have more than 250 operating companies in 57 countries employing 120,000 people. Our worldwide headquarters is in New Brunswick, New Jersey, USA. To learn more about our companies, explore the map.

2008 Fact Book
Johnson & Johnson Subsidiaries
Listing of Consumer Companies
Listing of Medical Device & Diagnostics Companies
Listing of Pharmaceutical Companies
Investors

Our Credo Values

The values that guide our decision making are spelled out in Our Credo. Put simply, Our Credo challenges us to put the needs and well-being of the people we serve first.
People play critical role to convey core values and product benefits

“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.”
Endorsements are any message reflecting opinions, beliefs, findings or experiences of anyone other than the sponsor of the message.

Endorsements must reflect honest information from the endorser, any may not contain messages that would be deceptive if made by the sponsor.

The endorser must continue to hold the same views as long as the sponsor makes use of the endorsement.

Advertisers are subject to liability for false or unsubstantiated statements made through endorsements.

Advertisers are subject to liability for failing to disclose material connections between themselves and their endorsers.

Endorsers may be liable for statements made in the course of their endorsements.
Consumer endorsements are not in themselves competent and reliable evidence, advertisers must possess reasonable substantiation for endorser messages.

If an endorser message does not represent common results of the product the advertiser must disclose generally expected performance.

Endorsements showing people as “actual consumers” must use actual consumers in them.

Expert endorsers must possess expertise.

Material connections with endorsers must be fully disclosed.
Co-mingling and personalization of information sources introduces challenges for health care communicators

- Use of consumer voices in strategic communication
- Monitoring the cultural conversation
- Commercial relationships with online voices