

Partnering to advance health care: the Office of Diversity & Inclusion



NEW BRUNSWICK, NJ, 05/14/2009 – Johnson & Johnson is committed to advancing health care for patients and customers around the world. One means of achieving this goal is by fostering long-term, sustainable partnerships with key professional, patient and civic organizations. Together with Johnson & Johnson, these third party organizations share the common mission of eliminating health care disparities across diverse populations around the world.

For the past two years, the Office of Diversity and Inclusion (OoDI) has worked to enhance the relationships between Johnson & Johnson affiliates and these organizations, with the recognition that these partnerships enable the effective transmission of key regional and global insights, contacts and resources.

The OoDI has built relationships with organizations such as the National Council of La Raza (NCLR); the National Association for the Advancement of Colored People (NAACP); the National Urban League; the American Association of Physicians of Indian Origin; and the National Medical Association (NMA). Many of these organizations host annual conferences, and over the past 10 years, Johnson & Johnson affiliates have been represented at these conferences.

For example, Johnson & Johnson Health Care Systems was able to successfully launch its access2wellness Program to approximately 300 health agencies at the NCLR's 2007 annual conference. This year, Vistakon is also partnering with the Illinois Optometry School to perform eye examinations at the NCLR conference. And this summer at the NMA conference, Lifescan will host a five-hour plenary course for doctors entitled, "Diabetes Throughout the Life Cycle."

"Our focus is on connecting the Johnson & Johnson Family of Companies with major national organizations to address health care disparities and various health care issues such as diabetes, HIV/AIDS, vision care, healthy eating, child safety and skin care, while calling attention to customer and patient interests," said Anthony Carter, vice president and chief diversity officer of Johnson & Johnson.

Cathi Brozena, director of marketing communications at Johnson & Johnson Health Care Systems and a member of a company-wide task force that helps in the planning of our partnerships with these organizations, manages and coordinates exhibits for many of the conferences. These exhibits typically reflect the broad array of Johnson & Johnson's health care products and services while addressing health education, with the purpose of bringing them all under the umbrella of the Johnson & Johnson Family of Companies.

At civic organization conferences, Johnson & Johnson business representatives discuss wellness and prevention with consumers and other stakeholders in attendance. At professional conferences, the discussion with medical and other health care professionals is usually focused on product information. But the message is always health-oriented.

"Our intent is to communicate to consumers and medical professionals our commitment to bringing products, services and educational resources to the community for the advancement of health care," said Brozena.

Overall, the prospective outcomes of these partnerships enable our businesses to better care for the world, one person at a time, and the OoDI serves as a conduit between Johnson & Johnson affiliates and these organizations.