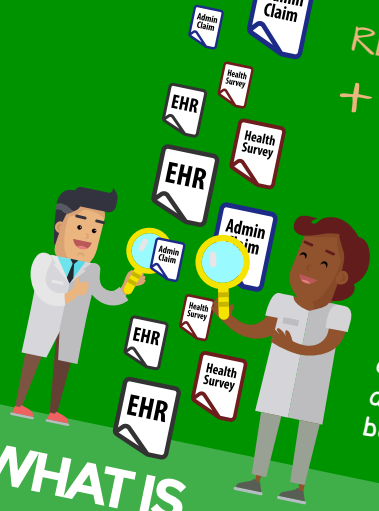
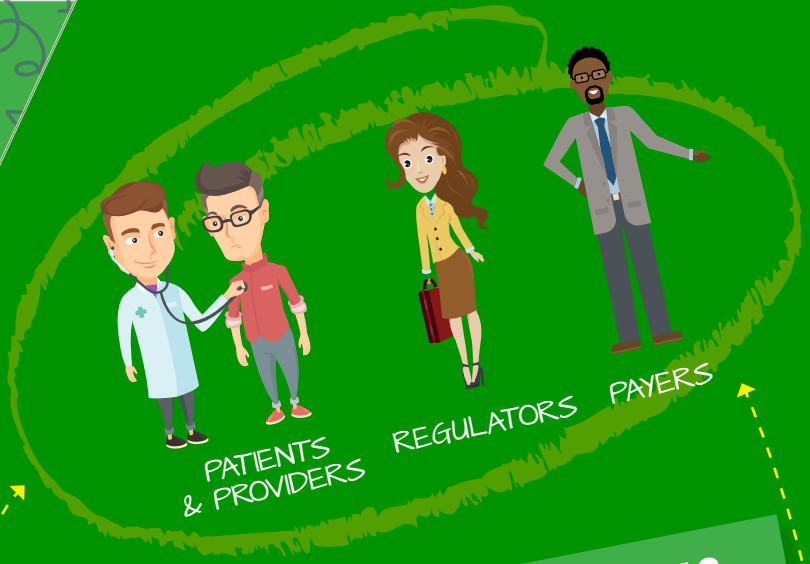


REAL WORLD DATA + ANALYTICS = REAL WORLD EVIDENCE

Real world data is data derived from settings outside of randomized controlled trials (RCTs). It can be collected from a variety of real-world sources.

Once real world data is organized, interpreted or analyzed, and used to draw conclusions about a specific research question, that's when it becomes evidence.

WHAT IS REAL WORLD EVIDENCE (RWE)?

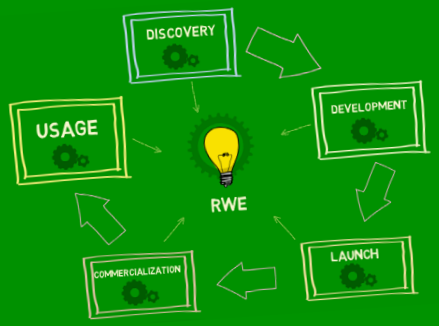


WHO BENEFITS FROM RWE?

RWE

Real Evidence World

WHY IS RWE IMPORTANT TO J&J?



Real world data and real world evidence should impact our entire product lifecycle.

The actionable insights we develop through RWE studies can better support our product strategy by addressing stakeholder needs and proving real-world outcomes in a value-based commercial setting.

Across the globe, we are creating and conducting RWE studies every day.

WELCOME TO THE FUTURE OF RWE AT J&J!

RWE helps us explain how our products are of value to our stakeholders.

RWE LEARNING ROADMAP
AWARENESS
APPLICATION
GENERATION

FOR MORE INFORMATION, VISIT RWE CENTRAL AT RWE.JNJ.COM