

Thoughts from a “Scientist” in a Company

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Disclosure

- Fully and quite happily (so far) employed at Johnson & Johnson
- Nothing else to disclose
- This presentation reflects my personal views (which are often incomplete, at best) of the matter, not of Johnson & Johnson

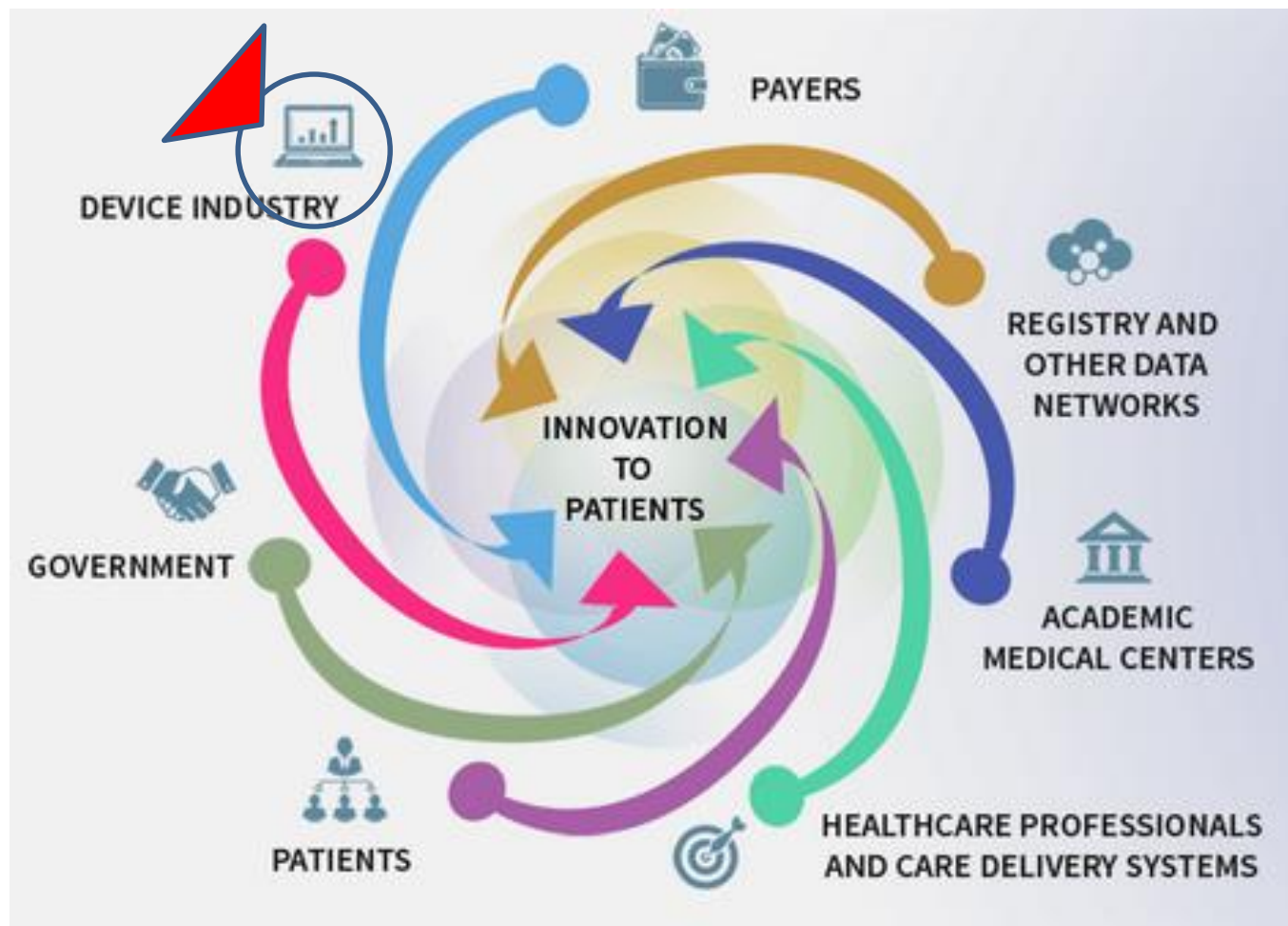
“Methodologies for CRNs: Can statisticians, epidemiologists, and machine learners play in the same sand box?”

Yes

What I want to talk about...

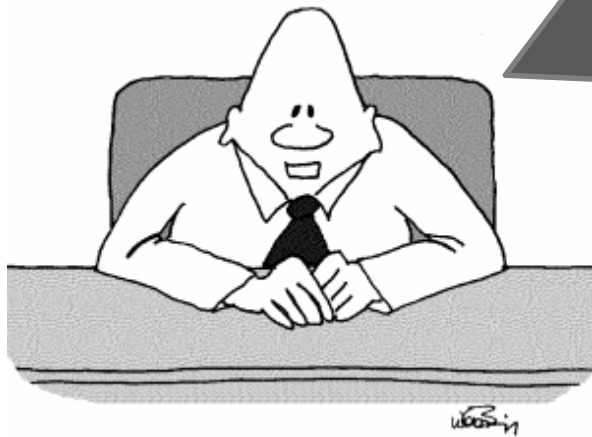
- “Working together with trust” as a central theme of the MDRTF Report
- It is important for scientists from different disciplines to work together
- There might be a bigger, higher-level collaboration within MDEpiNet we may want to reflect and work on

Did we really get industry buy-in?



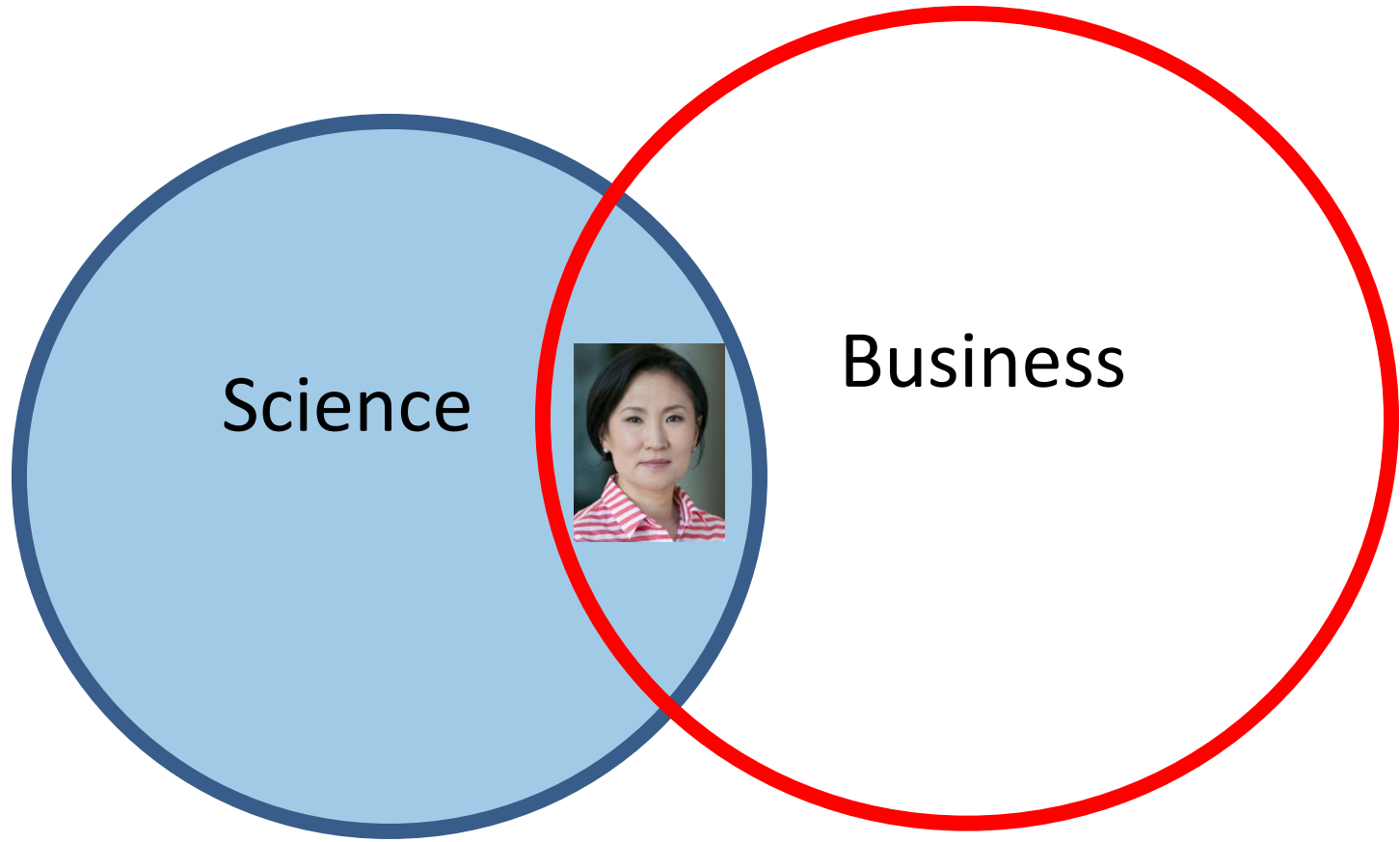
The Current State (N=1)

“Mr. CEO, I’d like to talk to you about MDEpiNet...”



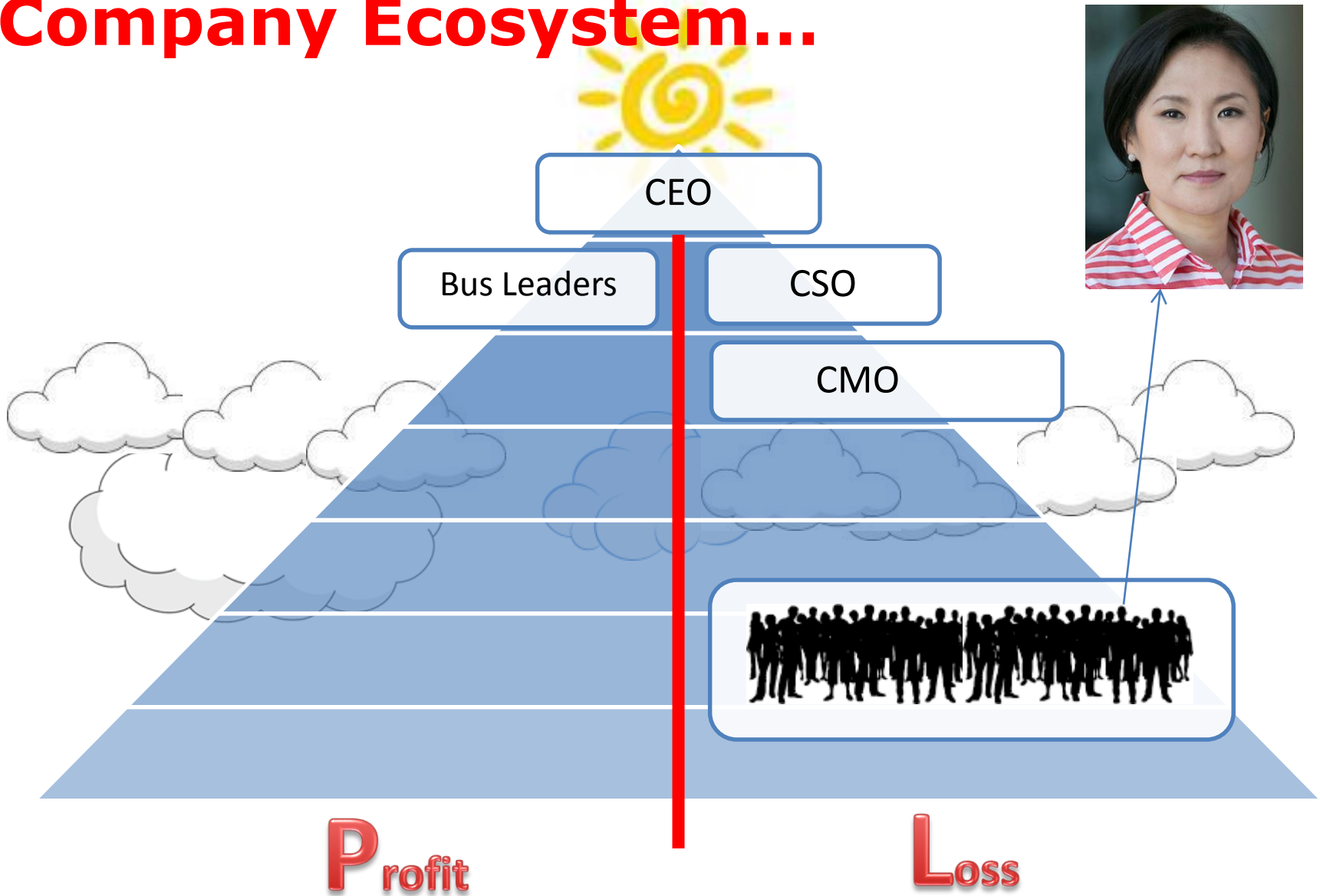
MD what? New TV channel for
medical dramas on skin
disease?
Too bad we sold our
dermatology business last year.

Perhaps, what we got is “some” buy-in from scientists in the industry...

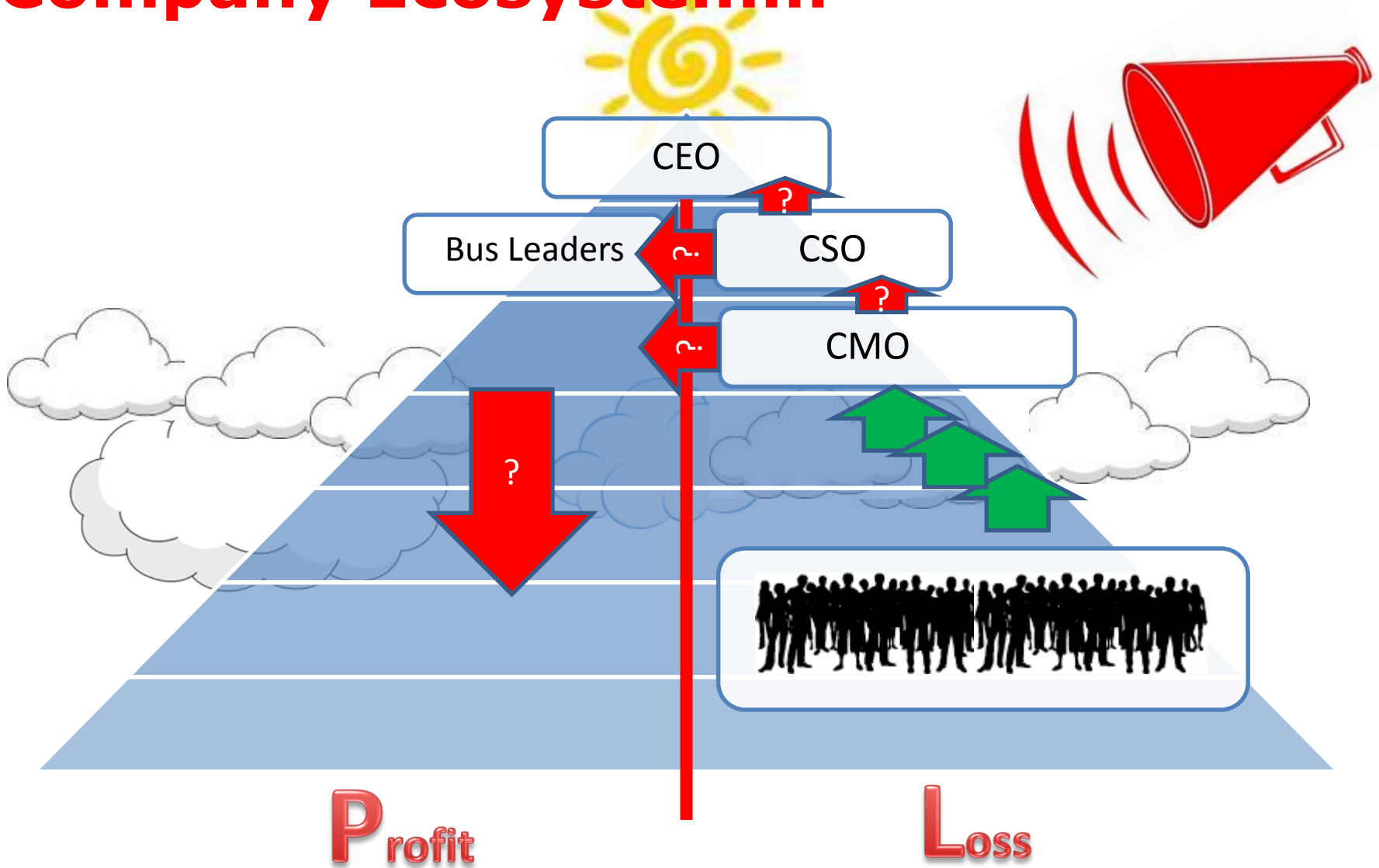


How can we get real buy-in from the industry?

Company Ecosystem...



Company Ecosystem...



What does that mean?

- We need to find ways to reach out and influence business leaders
 - They do not come to MDEpiNet meetings
 - They seek external validation for what they hear from their own scientists
 - It is possible to inspire business leaders to think beyond short term financial gain, to do the right thing for longer term benefits for the society, patients, and their business
- Inspiring business leaders takes concerted effort:
 - Can MDEpiNet articulate core messages to business leaders?
 - Can MDEpiNet be on a road show or come to company meetings to inspire high-level business leaders?

MDEpiNet can empower company scientists to be the bridge and catalyst in transforming the medical device world

