

Stelara 1st line is critical in positioning Janssen leadership in IBD

IBD

Solidify Janssen leadership in IBD with STELARA as IBD standard of care

BRAND OBJECTIVE

Achieve **\$100.1m** NTS, MAT MS STE 29.6% / REM 33.2%/ SIM 6.0% by Dec 2021

STRATEGIC IMPERATIVES FOR 2020

- 1 Disrupt** *Controllers* entrenched belief in aTNFs because they accept the superior efficacy of STELARA 1st line
- 2 Maintain** the *Enablers* continued commitment and belief in STELARA to increase 1st line treatment share
- 3 Grow** Private IBD Clinician awareness of SIMPONI as the preferred subcutaneous treatment in UC.

INSIGHTS

- Well-entrenched behavior in prescribing anti-TNFs driven by REMICADE and HUMIRA
- When STELARA is used, it is often used 2nd line
- STELARA seen as a good ‘all-rounder’ – does not have a unique niche in the minds of Gastros (e.g. efficacy not top of mind)
- There is an overall lack of familiarity with STELARA – still considered a new product almost 2 years post launch
- Those who favour STELARA are driven by patient-centric benefits which match STELARA product & service attributes
- Gastroenterologists who are patient centric have more diverse prescribing habits and could be early adopters in new products that come to market
- Patient-centric Gastroenterologists behave more consistently across both the private & public settings
- UC is a safety driven market with IV therapies leading the way (REMICADE and ENTYVIO)
- Subcut therapies are used when patient preference factors are considered.
- SIMPONI is recognised for its convenience and simplicity, however overall clinician awareness of SIMPONI is low and trails the competition.

- So What ATU May 2020
- Elbow Segmentation Research May 2020 (Qual Phase 1)
- So What UC ATU Dec 2019
- CFW W1 2020

FUNDED, DEFUNDED & UNFUNDED Gastro **KEY PRIORITY** Tactics 2021

FUNDED

DEFUNDED

UNFUNDED


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2021 KEY TACTICS


SEAVUE data H2H with HUMIRA Q2 2021 


Real-world Treatment Persistence of Ustekinumab in CD in Australia 

STELARA Coordinator – supporting HCPs in initiating patients on STELARA 


Streamline Janssen program enrolment process 


COE – XF partnerships with key COE sites 

Omnichannel: AGW Conference & Speaker Series 

Gastro/IBD Academy – building on the science of MOA, case studies & CME 

Patient Matters Campaign 

Prepare biosimilar defence strategy STELARA 

"SIMPONI 4 Remission" omnichannel program focused on Private IBD for UC (virtual only) 

 Reinvigorate SIMPONI UC sample program 

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Market Context



Brand NPS



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FUNDED, DEFUNDED & UNFUNDED Gastro OTHER Tactics 2021

FUNDED

DEFUNDED

UNFUNDED

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2021 KEY TACTICS

Virtual National Speaker Tour 


Medical Education Podcast (A/P GRS) 


State based initiatives (XF State team)  

Wellness program pilot addition to Gastro PSP 

State based Medical Consultancy Meetings (peer to peer) 

Other Medical Education initiatives 

IUS Primer Project (local & regional) 

A Year in the life of a Stelara Patient Documentary 

Simponi National Key Account Manager (Sales/Marketing hybrid) 



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Market Context

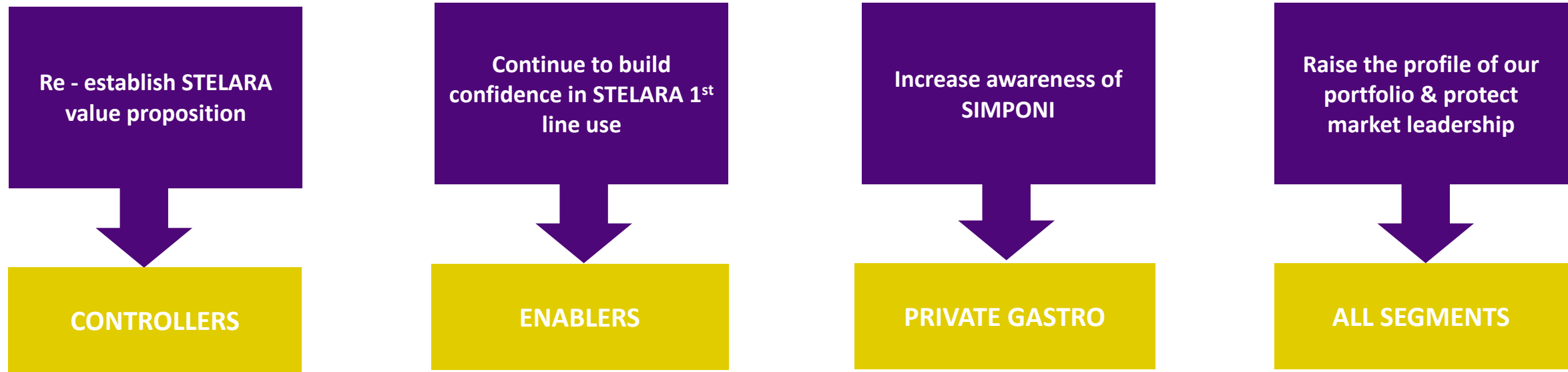


Brand NPS

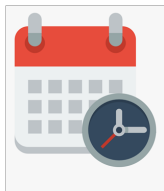
janssen

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Summary: a targeted segment/persona approach is essential to accelerating growth



Time



Perseverance



Focus



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