



## HealthPolCom Case Study

### Research and Writing for Senior Company Executives

**Situation:** Senior company executives at Johnson & Johnson needed assistance with a variety of research and writing projects – including a book about ethical issues in the pharmaceutical industry and presentations to academic audiences.

**Actions:** Assisted the company CEO in writing and editing a book chapter about the future of industry-government relations.

Reviewed and edited the VP of Government Affairs and Policy's chapter about how the pharmaceutical industry approaches healthcare challenges.

Reviewed drafts of other chapters and edited introductory sections.

Wrote chapter-by-chapter talking point summaries for the VP of Government Affairs and Policy to prepare him for future discussions about the book's topics.

Prepared talking points, slides and Q&A for the VP of Government Affairs and Policy to use in presentations to academic audiences about the pharmaceutical industry's ethics, conflicts of interest and collaborations with academia on translational research.

**Outcome:** The CEO, VP of Government Affairs and Policy, and other company staff completed their contributions to the book, making concise and clear points about the pharmaceutical industry's ethical issues and approaches to these challenges.

The VP's presentations and discussions were successful, required only a minimal amount of his time, and improved his relationships with the senior leadership in academic organizations.