



**Disrupting Communication and
Enhancing Supply Chain Collaboration,
The Value in Podcasts**

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25 October 2018

Agenda

- **The Importance of Engagement**
- J&J Podcasts
- The Technology Platform
- Supply Chain Communications
Successes & Use Cases

The Importance of Engagement

Goals of Communication & Engagement

Increase employee
happiness & output

Connect the organization to
its leadership

Learn from team
member's successes

Retain organizational
knowledge

Break down silos:
Understand the larger picture &
how each person fits in

Highlight new initiatives

Existing Communications Practices are Fraught with Shortcomings

Existing Practices

Formal employee mtgs

Email blasts

Newsletters

Website-based video
hosting and micro-sites

In-person reps

Existing Communications Practices are Fraught with Shortcomings

Separate information silos across departments

Difficulty assessing effectiveness

Difficulty targeting specific viewers

Lack effective two-way communication

Existing Practices

Formal employee mtgs

Email blasts

Newsletters

Website-based video hosting and micro-sites

In-person reps

Different departments use different technologies

Not mobile friendly

Lack cohesive branding

Corporate knowledge not retained

Cumbersome content governance procedures

Problems in Communication

Top 3 barriers to communication/ timely access to information:

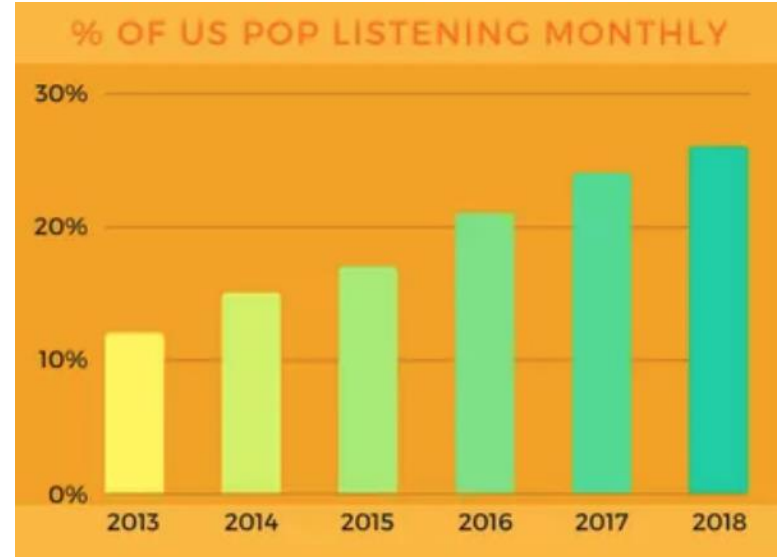
1. **Knowledge silos** inadvertently created by business units.
2. Employees **not knowing where to start** to find information.
3. **Bad search capabilities** - insufficient or difficult to use.

Use What Your Audience Already Likes

Some 2018 Stats:

- **124 million people** in the US have listened to a podcast*
- **73 million people** listen to podcasts at least every month*

*Source: Edison Research Infinite Dial 2018, released March 8th, 2018.



Source: Podcast Insights,
<https://www.podcastinsights.com/podcast-statistics/>, updated October 16, 2018.

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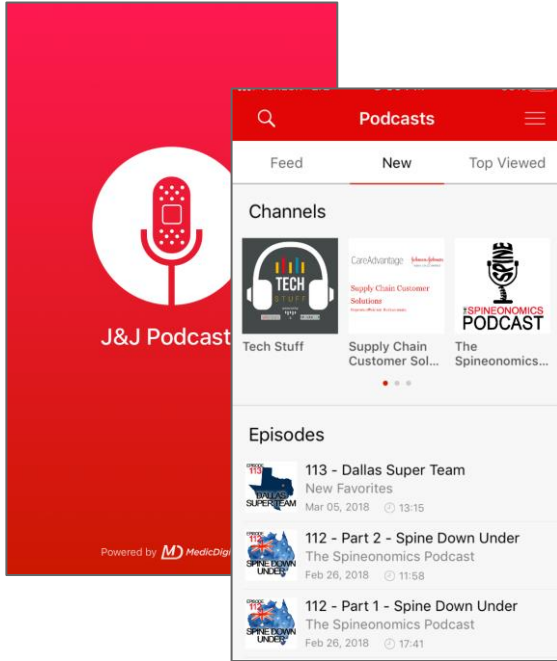
J&J Podcasts

Platform Overview

Multimedia “podcasting” platform

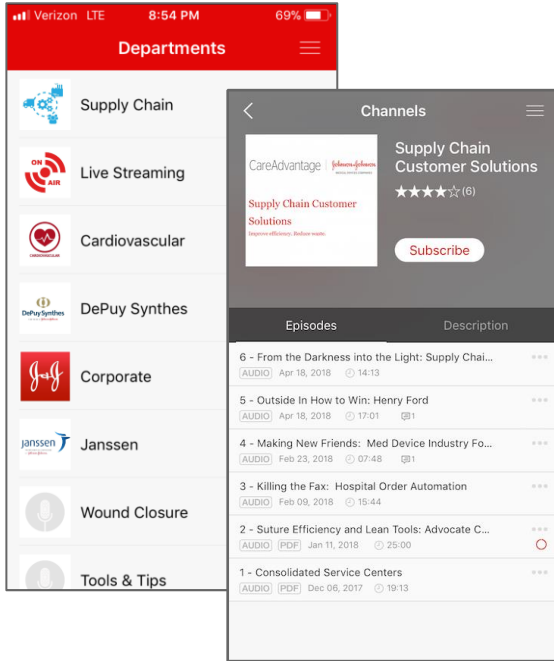
Teams run their own channels.

Publish video, audio, images, & PDFs.



Mobile Apps & Web

Platform Stats



25+ Channels

34 Countries

310+ Episodes Published

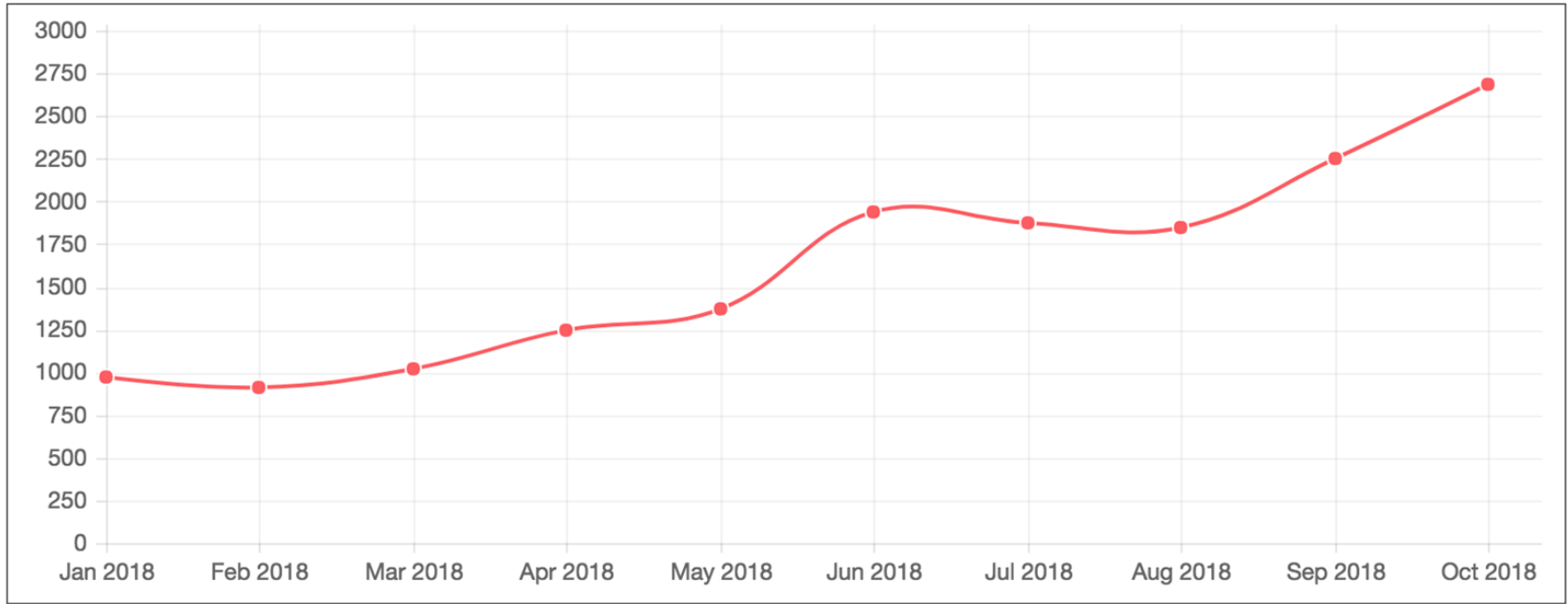
3,500 Users

4,000+ Hours of Engagement

16,000+ Episode Views

Steady Growth & Adoption Company-Wide

Episode Views Each Month



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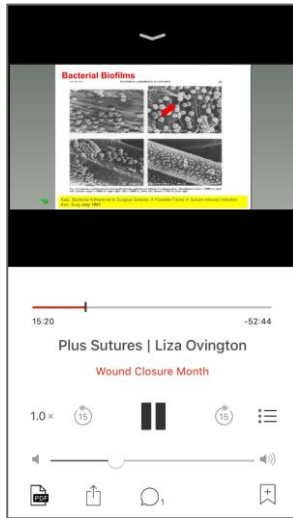
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The Technology Platform



Combine Multimedia → Increase Engagement

On-demand casting of video, audio, images, PDFs, & VR



Video



Audio



PDF



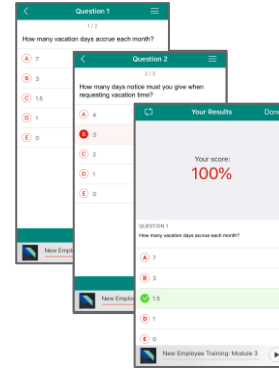
Image Gallery

Beyond Basic Podcasting

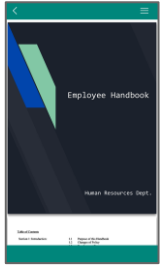
View Image Gallery



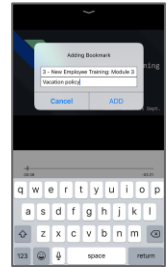
Complete Surveys and Quizzes



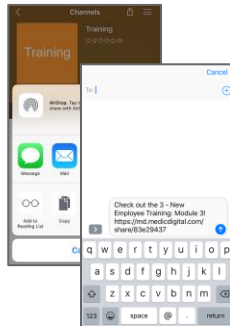
View Attached PDFs



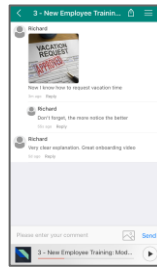
Bookmark Within Episode



Secure Sharing



Comment



Link to Other Channels and Episodes



Feedback: Surveys, Quizzes, & Live Polls

Collect
feedback

Assess
knowledge

Evaluate
training
effectiveness

A screenshot of a mobile application interface for a survey. The top bar is red with a white back arrow, the text "Question 1", and a white menu icon. Below the bar, the text "1 / 8" is centered. The question text is "How would you rate yourself when laparoscopic suturing?". Below the question is the text "Overall Laparoscopic suturing". There are three radio button options: (A) LEARNING, (B) APPLYING, and (C) EXPERT. At the bottom is a red bar with the text "NEXT QUESTION" in white.

Survey

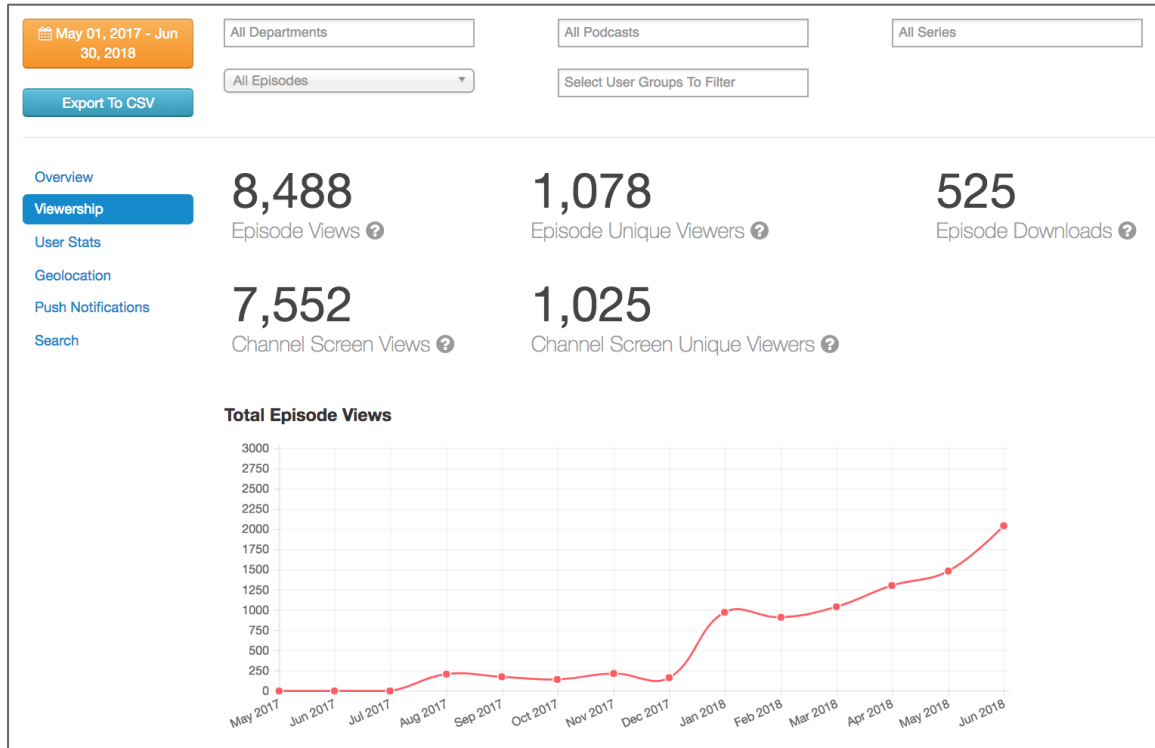
A screenshot of a mobile application interface for a survey. The top bar is red with a white back arrow, the text "Question 1", and a white menu icon. Below the bar, the text "1 / 18" is centered. The question text is "Faculty & Presentations". Below the question is the text "Dr Leo Zeller". There are four radio button options: (A) Excellent, (B) Good, (C) Fair, and (D) Poor. Below the options is a text input field with the placeholder text "WRITE YOUR ANSWER". At the bottom is a red bar with the text "NEXT QUESTION" in white.

Survey with
Open Answers

A screenshot of a mobile application interface for a quiz. The top bar is red with a white back arrow, the text "Question 1", and a white menu icon. Below the bar, the text "1 / 10" is centered. The question text is "Which of the following system messages are most likely to be associated with a load/chamber content problem?". There are five radio button options: (A) All answers are correct, (B) Pressure out of Range in Plasma, (C) Low Pressure in Injection, (D) Moisture in the Load, and (E) Vacuum Insufficient. At the bottom is a red bar with the text "NEXT QUESTION" in white.

Quiz

Analytics to Assess Engagement & Effectiveness



Track Viewership & Metrics
(# of views, # of downloads, viewing duration)

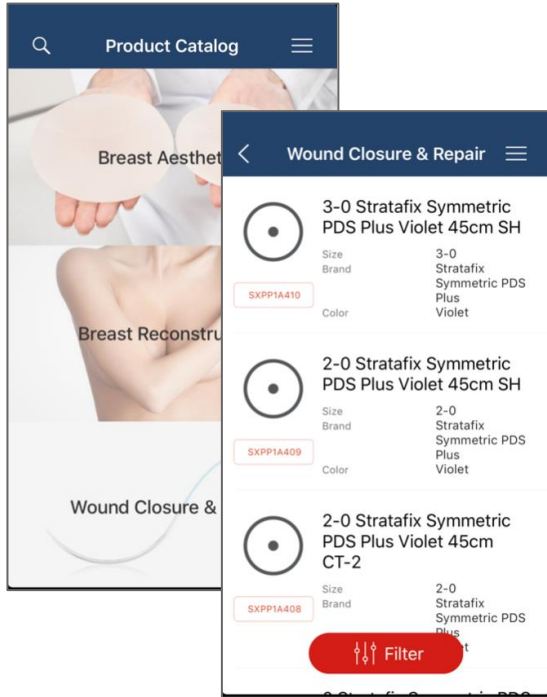
Aggregate or Targeted
View analytics across hierarchy of channels

Filter Data
Filter by user groups and time range

Future Opportunities

Dynamic Product Catalog Integration

- Real time inventory
- Search based on product attributes
- Product ordering



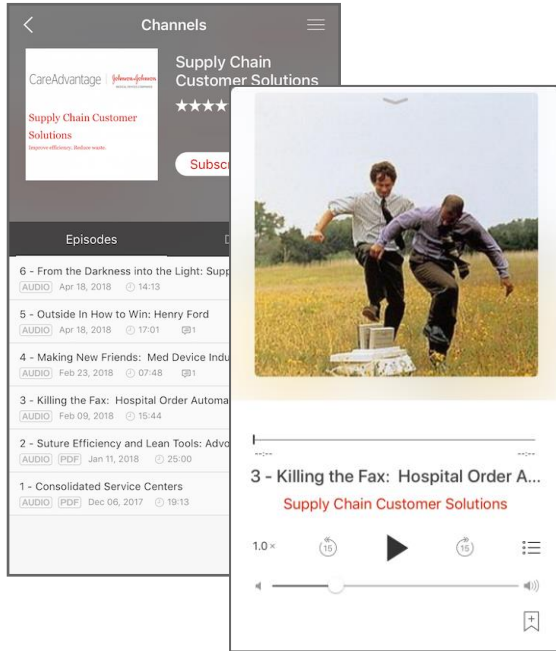
Product Catalog

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Supply Chain Communications Successes & Use Cases

The Supply Chain Channel



Channel Overview

- 1-3 admins to publish episodes
- 1 host
- Episodes last 7-25 minutes
- Guest interviews, topical deep-dives
- Storytelling: strategies & successes

Questions

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