



ReadyKey

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Johnson & Johnson

Johnson & Johnson Streamlines Compliance with ReadyKey

How the organization uses a mobile app to efficiently share accurate, critical company information across multiple countries



CHALLENGE

Johnson & Johnson wanted a dedicated communication channel for compliance information that would provide simple access to their employees across the globe.



SOLUTION

As a long-term customer of Guidebook (ReadyKey's parent company), they utilized our expertise to enable field sales reps with quick and easy access to regionally applicable compliance information.



RESULTS

In 2017, Johnson & Johnson Health Care Compliance (HCC) teams started a project aimed to support end-users in the business who were already using Guidebook by giving them easy access to HCC training materials and assets on a flexible, on-demand, and continuous basis. This project created a single point of entry where all HCC staff could find relevant learning materials (content and tools) to improve work performance on a daily basis.

With ReadyKey (powered by Guidebook), Johnson & Johnson developed a secure mobile app to support HCC procedures. Johnson & Johnson continues to deploy new mobile apps for a range of year-round use cases in compliance.



Mobile implementation for compliance

Johnson & Johnson researches and develops, manufactures, and sells a range of products in the healthcare field worldwide. In 2017, Johnson & Johnson's Health Care Compliance (HCC) Team kicked off a global compliance information transformation project to overhaul how compliance information was shared internally. Prior to this, they used different software such as SharePoint and email, but those methods were not effective nor efficient for them to provide a communication channel that would be easily accessible by their employees who were often away from their desk.

With ReadyKey (powered by Guidebook), Johnson & Johnson developed a secure mobile app to replace their paper-based procedures. The organization leveraged ReadyKey's drag-and-drop interface and security integrations to build a custom mobile solution without the resources required for custom development. The organization worked closely with ReadyKey to establish a framework, using templates, that would enable the program to quickly scale.

Johnson & Johnson securely and seamlessly share information by leveraging internal SSO for login and access to content. With their internal credentials, compliance team members have access to this information in their local language - anytime, anywhere.

Additionally, with mobile, regional HCC officers have the resources to communicate critical information anytime with the company's mobile sales reps, business units, and business partners.

"We've developed several guides as internal communication channels to ensure that information was being shared with the end-users through a simple channel," said Jose Daniel Mancera Carrillo, a Senior Manager of Compliance Technology Integration who oversees mobile implementation.

Going mobile enabled Johnson & Johnson to scale and improve its compliance operations.

"Since then, the organization has rolled out mobile apps for additional regions to provide localized compliance resources."

Preventing incidents with critical information on mobile

Today, the organization can quickly deploy mobile apps for a range of content use cases across the globe. Johnson & Johnson continues to deploy new mobile apps for a range of year-round use cases in compliance and disaster response, as



well as to enhance internal events and conferences.

With mobile, Johnson & Johnson equips its HCC Teams with relevant content and resources to support compliant regions. Regional HCC leads work closely with global leads to implement localized compliance communications on mobile.

About the J&J Compliance App

- Always up-to-date documentation
- Relevant contact details
- Links to internal content

Mobile Stats

- 20+ Unique Regional Guides
- 5,000+ Mobile Guide Downloads
- 35,000+ App Sessions

Leveraging mobile insights

Johnson & Johnson's Compliance Team regularly uses the platform's metrics suite to measure usage and show value to leadership.

"We work closely with the ReadyKey team to identify relevant Key Performance Indicators (KPIs) to ensure we're maximizing the platform and our data," said Jose Daniel Mancera Carrillo. The platform enables compliance managers to evaluate key metrics anytime, learn from those metrics, and continue to iterate and improve.

Key metrics include:

- App Downloads - to track access and adoption
- App Sessions - to measure usage of content and resources
- Most popular app items - to see which content is most valuable to users
- Feedback and engagement from the Compliance team members

"App downloads are a valuable metric for us to track. This metric helps us to evaluate the effectiveness of a launch or communication; we look at the impacts of our messaging and CTAs to download the app in order to access information on mobile," said Jose.



The ReadyKey and Johnson & Johnson relationship

Guidebook, ReadyKey's parent company, and Johnson & Johnson have had a long-term partnership since 2012 that has supported hundreds of use cases. With a Master Service Agreement (MSA) in place, Johnson & Johnson is able to use ReadyKey's platform for any use case they can think of, especially since ReadyKey passes all relevant security, data, and privacy checks for all Johnson & Johnson global sectors.

The nature of the partnership is collaborative with constant feedback loops. As the Johnson & Johnson team uses their guides, they generate KPIs to present to their leadership team and ReadyKey's team. Together, they make sure that all of the metrics are correct and relevant, and that usage of the mobile app and platform is optimized.

A global information system

For Johnson & Johnson, the ReadyKey platform enables efficient management of its Health Care Compliance programs and a modern end-user experience. Global and regional HCC leads have the power to share key compliance messaging with stakeholders on mobile, and employees can access that information anywhere with their internal credentials.

As ReadyKey introduces new tools and features, Johnson & Johnson evolves and enhances its compliance apps. "We can count on our account manager to guide us through new deployments and updates," said Jose, "This makes managing our ReadyKey instance straightforward and clear."

Ultimately, for Johnson & Johnson, the ReadyKey platform enables the HCC Team to maintain a consistent line of global Health Care Compliance communication and information, raising compliance standards internally and externally.

Being able to develop and measure mobile with ReadyKey has been crucial to Johnson & Johnson's Health Care Compliance strategy.

"With ReadyKey, we can quickly meet our region's needs by developing mobile apps to support localized compliance communications."



About Johnson & Johnson

At Johnson & Johnson, we believe good health is the foundation of vibrant lives, thriving communities and forward progress. That's why for more than 130 years, we have aimed to keep people well at every age and every stage of life. Today, as the world's largest and most broadly based healthcare company, we are committed to using our reach and size for good. We strive to improve access and affordability, create healthier communities, and put a healthy mind, body and environment within reach of everyone, everywhere.

Every day, our more than 130,000 employees across the world are blending heart, science and ingenuity to profoundly change the trajectory of health for humanity.

About ReadyKey

ReadyKey, powered by Guidebook, empowers organizations to create beautiful feature-rich, custom mobile applications without any coding. Organizations around the globe choose ReadyKey to provide access to critical information – anytime, anywhere.

More than 100,000 organizations, including industry-leading brands such as Coca-Cola, Amazon, YouTube, Google, and Samsung, and the world's top universities, have utilized the underlying technology that powers ReadyKey.

ReadyKey was launched in 2021, aiming to significantly enhance what EHS and Compliance teams expect from their mobile solutions - with a world class native mobile app, supported by team members on the East and West Coast of the USA, as well as in Europe and Asia.

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