

A young child with dark hair and a cleft lip is looking through a vertical metal bar. The child is wearing a light-colored, buttoned shirt. The background is bright and out of focus.

Introducing Operation Smile

Exclusive use of Ethicon
sutures globally

Operation  Smile

Overview

Operation Smile was founded in 1982 when Dr. Bill Magee, Jr., a plastic surgeon, and his wife, Kathy Magee, a nurse and clinical social worker, travelled to the Philippines with a group of medical volunteers to repair children's cleft lips and cleft palates. The Magees saw the need, and Operation Smile was born.

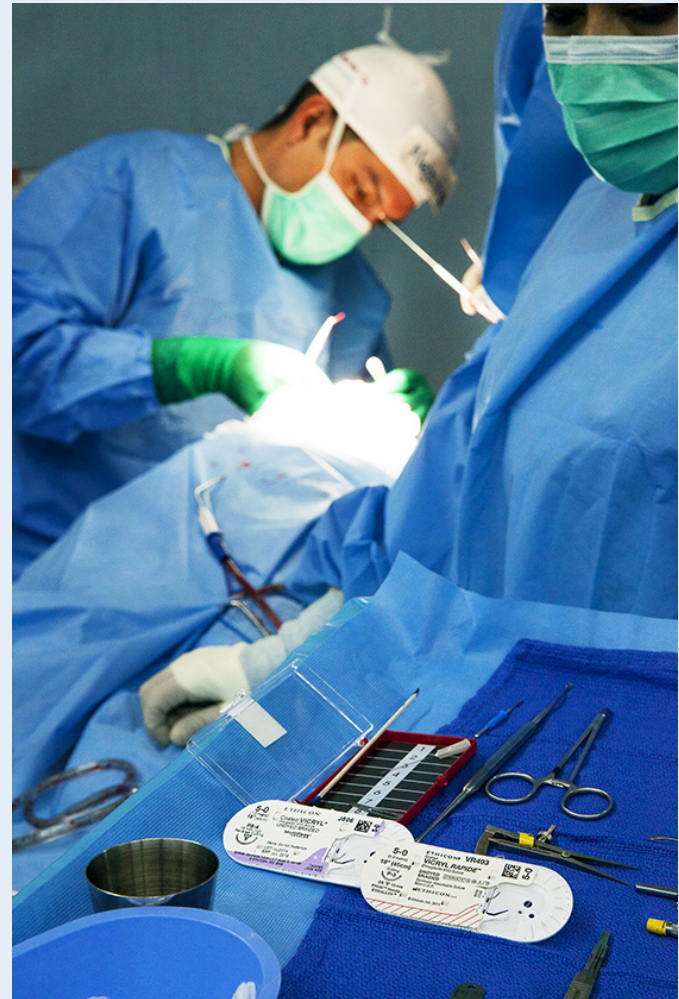
“Everywhere we turned...people pushed their babies at us, tugged at our sleeves with tears in their eyes and begged us to help their children.” –Kathy Magee



Every day when treating our patients, we ask ourselves, *What if this was our child?* For every child, we are their one chance to receive the surgery that they deserve and critically need.

Gifts-in-Kind Partnership Highlights

- In 1988, six years after Operation Smile was born, Ethicon, a member of the Johnson & Johnson family of companies, began donating the sutures needed to repair cleft lips and cleft palates.
- Johnson & Johnson is one of Operation Smile's most impactful and longest-standing partnerships.
- Johnson & Johnson Family of Companies has donated more than \$25 million in product since 1988.
- An additional \$25 million has been pledged to Operation Smile over the next five years in both product and cash support.
- At Operation Smile, we believe that each patient deserves exceptional surgical care. This is illustrated through our Global Standards of Care. The use of Ethicon sutures is critical to these standards.



Together, we dream of a world where no child suffers from a lack of access to safe, well-timed and effective surgery.

“Every child deserves a future filled with hope, and thanks to you we are giving many of them better odds of accomplishing this.”

Tim Schmid, President, Ethicon U.S. in a letter to Ethicon employees dated July 1, 2014.



Impact Achieved

Exclusive use of sutures

In 2014:

- Medical missions were conducted in 30 countries
- 174 medical missions used Ethicon's sutures
- 19,415 surgical procedures were performed
- Nearly 4,000 volunteers from 61 countries were exposed to Johnson & Johnson products

Unified approach

- Donation process centralized through Operation Smile and J&J's headquarters
- Through employee fundraising, J&J employees are part of the Operation Smile family
- Countries are united regionally. Regions are united globally
- Product donations increased by \$1.2 million in 2015



Challenges and Lessons Learned

Centralized donation process

- As the donations organically grew in countries, the need for a centralized process became evident
- Strong lines of communication between J&J and Operation Smile's headquarters is essential
- Establishes trust through ongoing support
- Ensures Operation Smile foundations understand global approach
- Allows consistent reporting and tracking of donated product

Cargo restrictions

- We aren't able to import cargo into Brazil, China, Colombia, Ecuador, India, Mexico and Russia
 - Donations are received locally in these countries. There is a need to ensure adequate space and management of donated product.
- Forecasting the need of countries a year in advance can be difficult