



Innovation & Supply Chain

חדשנות & שרשרת אספקה

Gil Herling

Mar 22

“The Stone Age didn’t end because they ran out of stones...”

When You hear Johnson & Johnson What comes to mind ?



130K Employees WW
A Family of companies
+60 countries
+\$80BN

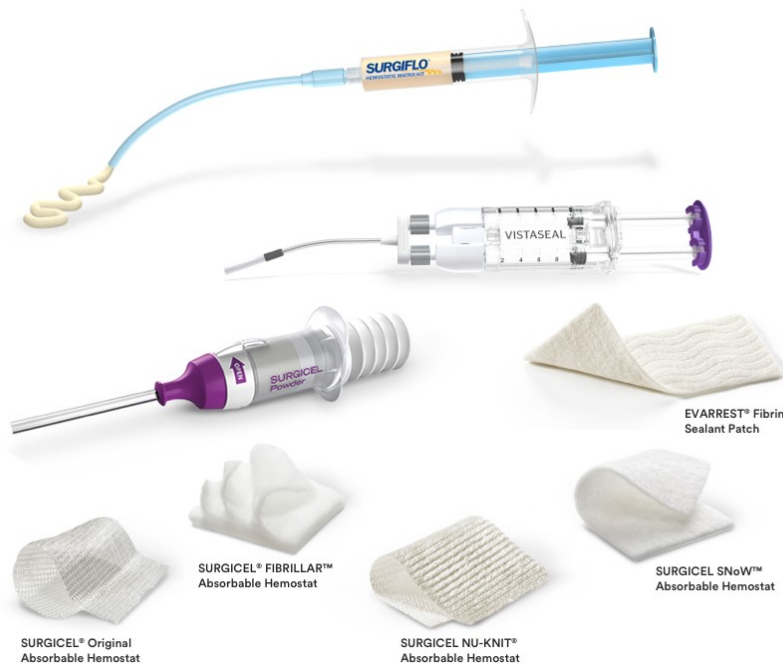
Introduction to Biosurgery

Biosurgery = Biologic + Surgery

“Surgery has, essentially, four big killers wherever it is done in the world: infection, **bleeding**, unsafe , and what can only be called the unexpected.”

– Atul Gwande, MD

Assoc. Professor of Surgery, Harvard Medical School



SURGICEL® Original
Absorbable Hemostat

SURGICEL® FIBRILLAR™
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SURGICEL NU-KNIT®
Absorbable Hemostat

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EVARREST™ Fibrin
Sealant Patch

My Supply Chain

Life Saving.

+50,000,000

Interactions with
Surgents & Patients
Annually, WW

GLOBAL

5 Internal site (2 in Israel )

+XX Strategic Partners / Alliances / CMOs

+XXX Key raw material suppliers

Distributed in +100 countries

\$ +X BNs

Very few global players

Young industry (~20 years)

Sensitive & Complex

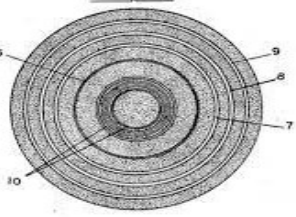
- Sensitive RM (e.g. Human Plasma)
- Heavy Regulated & Quality Assurance
- *Cold chain Logistics (50% -25c)*
- Long lead times
- Limited WW alternatives (single /sole suppliers)

Would have we Recognized Barcode as innovation in the early 50's ?



1966

First Commercial Use



1948

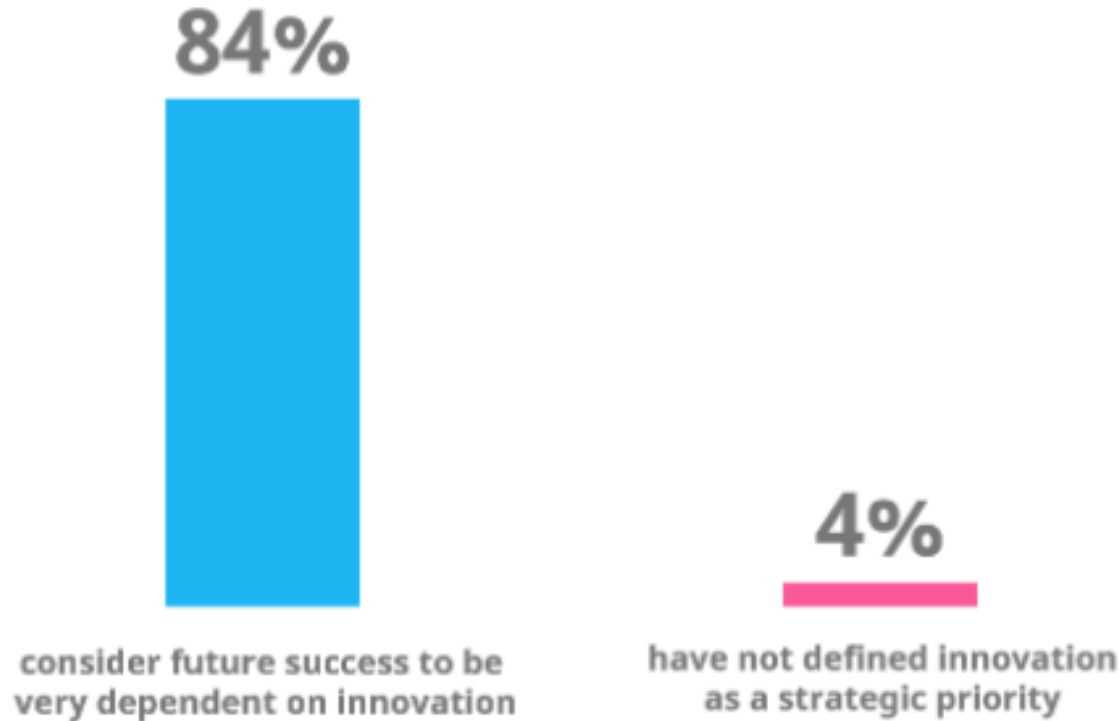
First introduction



2022

Can we do SC without it ?

Do we Really Do Innovation ?



Most Executives Understand that Innovation is key to cope with their Challenges

But only few define it as a priority

What is so “Stressful” about Innovation

“Time consuming”

No “Low hanging fruits”

“Easy to Fail”

“Hard to Define...”

“Hard to Measure...”



What is innovation?

Innovation is the creating something new, which is also of value.

- **Types of innovation**
 - **Process**
 - **Product/Service**
 - **Strategy**



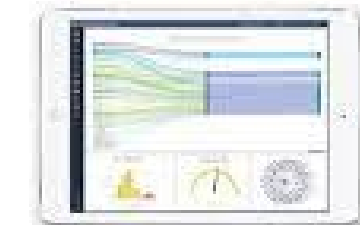
It doesn't mean we have to invent the wheel every time we do innovation



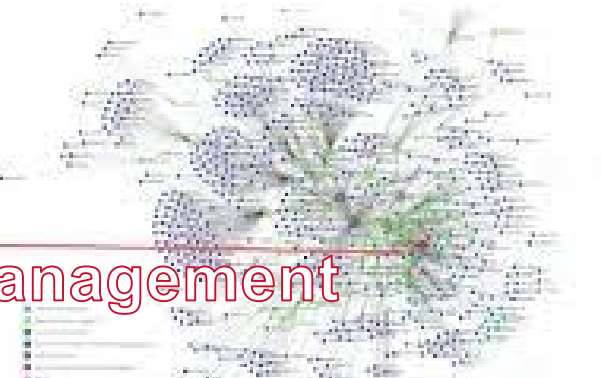
Covid 19 drove significant innovation in Supply Chain processes



Demand Forecast



Risk Management



The Simple Form of Innovation :

To Connect the dots between our Challenges to the Tools / Technologies

My Supply Chain Challenges

Tools / Technologies



3D Printing



AR



VR



IoT



Big Data



AI



**IDEAS ARE
LIKE RABBITS.
YOU GET A COUPLE AND LEARN
HOW TO HANDLE THEM
AND PRETTY SOON
YOU HAVE A DOZEN.**

JOHN STEINBECK
BORN: FEBRUARY 27, 1902



**SMALL
BUSINESS
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Thank You