

Dear Hiring Manager:

I have over 25 years of experience in healthcare/pharmaceuticals in medical affairs, value and access leadership roles. My relevant medical evidence strategy and therapeutic area experience are as follows:

- Serving as a senior medical leader within the company reporting to Executive Leadership
- Responsible to ensure that all medical and value evidence generation activities are aligned with the Company's strategic and tactical plans and to effectively interface between Scientific and Commercial functions to warrant that strategies are aligned with corporate priorities
- Development of a department vision and implementing novel medical, value and access strategies
- Providing direction and leadership to headquarter-based value evidence generation therapeutic leads as well as the field team (Field Medical/value evidence translation leads)
- Creation of the overarching medical and value evidence generation strategy across all therapeutic areas and for all global regions in which Company operates
- Development of a strong interface with stakeholders in other corporate functions (Marketing, Market Access, Medical Affairs, Clinical Development, Regulatory Affairs, Communications)
- Broad-based therapeutic area expertise in Critical Care, CV/Metabolism, Hematology/Oncology, Immunology, Infectious Diseases, Neuroscience, Rare Diseases, Women's Health/Urology

Key Value and Access accomplishments:

- Build team to deliver industry-leading capabilities to optimize market access to biopharmaceuticals and drug-devices (850+ payer interactions with multiple favorable coverage decisions, 170+ initiatives completed, 170+ publications with proactive materials, 40+ press releases)
- Team launched Hepatitis C therapy, OLYSIO™ that delivered \$2.3 billion globally in 2014.
- Led team to develop a systematic approach to assess value proposition of REMICADE® (Johnson & Johnson's largest asset, >\$6.8 billion 2014 sales) in order to maintain and grow market access
- Extended immunology leadership with addition of \$1 billion topline/150 territories transferred from Merck by leading global pricing and reimbursement training on SIMPONI™ and REMICADE®
- Implemented value evidence translation strategy that resulted in generation of 20 proactive tools for use with payers: value decks, value models, reprints, unbranded materials
- Engaged with payers/HTA decision-makers earlier in the process by building a global payer council to shape insights on our clinical, commercial, market access and pricing strategies
- Collaborated to build a novel business models forum to explore value-based pricing solutions and public funding opportunities to expand access and affordability of Hepatitis C treatment

I believe that my expertise would be a good fit for your company and would value the opportunity to meet with you further. I look forward to speaking with you and appreciate your consideration.

Sincerely,

A handwritten signature in black ink that reads "George J. Wan". The signature is fluid and cursive, with the first name "George" being more prominent and the last name "Wan" following in a similar style.

George J. Wan, PhD, MPH