

Johnson & Johnson Deep Dive Research Report

For Ada Health Patient Finder Business Development

Report Date: March 11, 2026

Prepared by: Ada Cockpit Research Team

Forward-Looking Statement: This report contains forward-looking statements based on current expectations and available data as of March 2026. Actual results may differ materially due to risks outlined in the Risks section, including competitive dynamics, patent expirations, regulatory challenges, litigation exposure, pipeline execution risk, and macroeconomic factors.

Executive Summary - Key Metrics

2025 Revenue
\$94.2B

EBITDA Margin
26.85%

Net Income
\$26.8B

Employees
140K

Company Overview

Johnson & Johnson (NYSE: JNJ) is a global healthcare conglomerate headquartered in **New Brunswick, New Jersey**, founded in **1886**. With approximately **135,000-140,000**

employees worldwide, J&J operates through two primary segments: **Innovative Medicine** (pharmaceuticals, \$60.4B in 2025) and **MedTech** (medical devices, ~\$33.8B in 2025).

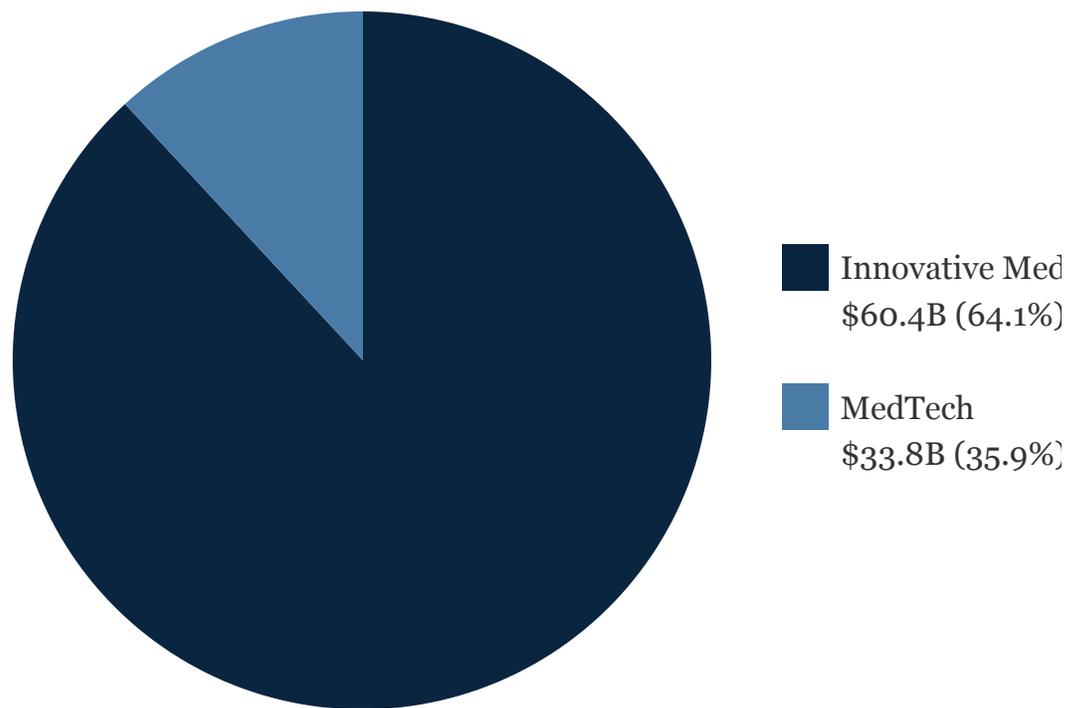
Market Capitalization: \$580.18 billion (March 11, 2026)

Stock Price: \$243.71 (March 10, 2026 close)

2026 Guidance: \$99.5-100.5 billion revenue

Revenue Mix by Segment (2025)

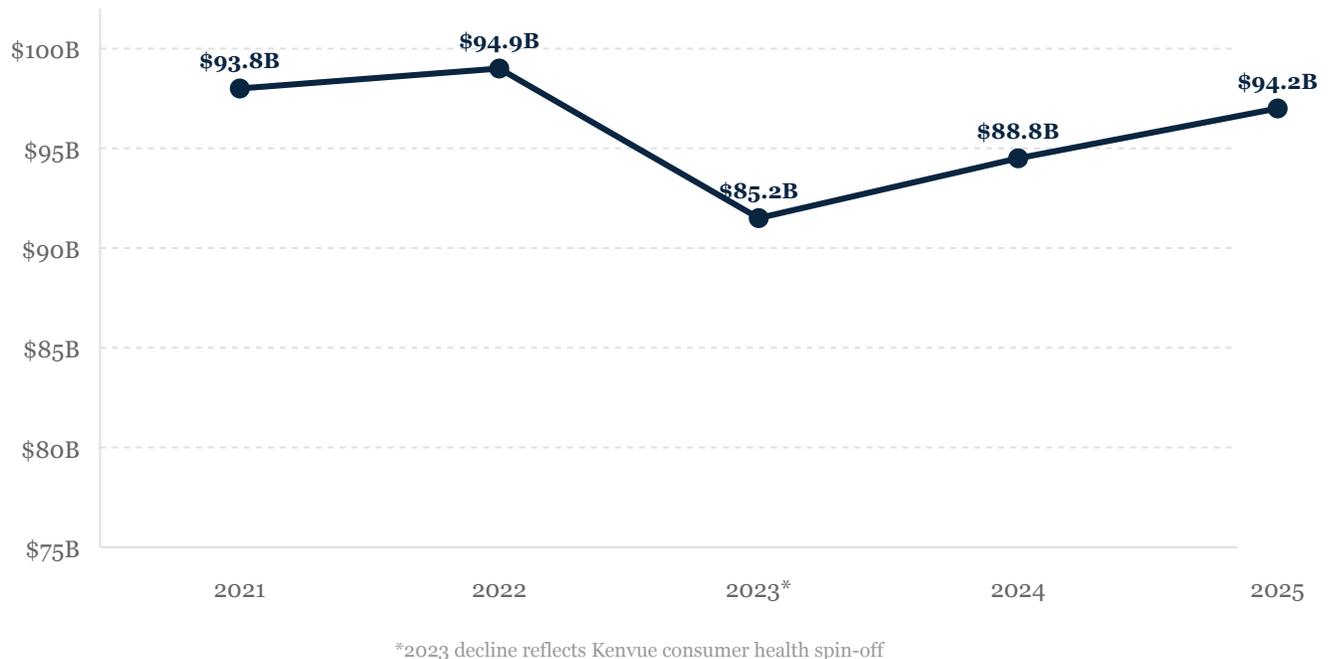
J&J Revenue Composition - Fiscal Year 2025



Total Revenue: \$94.2 Billion

5-Year Revenue Growth Trajectory

J&J Total Revenue (2021-2025)



Strategic Position

Johnson & Johnson stands as the world's largest and most diversified healthcare company, ranking **#2 among pharmaceutical firms by market capitalization** (\$580B). The company has successfully pivoted from its legacy consumer products business toward high-growth innovative medicines and medical technology, with **oncology emerging as the primary growth engine** (\$25.4B in 2025, +21.9% operational growth).

Key 2025 Achievements

- Oncology sales reached **\$25.4 billion**, positioning J&J toward its **\$50 billion oncology goal by 2030**
- **DARZALEX franchise exceeded \$14 billion** in annual sales, solidifying J&J's leadership in multiple myeloma

- Successfully navigated STELARA biosimilar competition with managed decline offset by **TREMFYA's 75% Q4 growth**
- Advanced surgical robotics portfolio (OTTAVA, Monarch) toward commercialization
- Achieved 13 double-digit growth brands within Innovative Medicine

Top 5 Drugs by Revenue (2025)

Product	Revenue (2025)	Growth YoY	Key Indication	Status
DARZALEX	\$14.4B+	+22-23%	Multiple Myeloma	Market leader, all lines of therapy
STELARA	~\$5.4B (est.)	-48% Q4	Psoriasis, IBD	Biosimilar erosion underway
TREMFYA	\$5B+	+75% Q4	Psoriasis, PsA, IBD	Successor to STELARA
IMBRUVICA	~\$2.7B (2023)	-20-22%	CLL, Lymphomas	Declining (competition, CMS cuts)
CARVYKTI	~\$2.2B (est.)	+66% Q4	Multiple Myeloma (CAR-T)	High growth, post-1L approval

Ada Patient Finder - Top Opportunities

Ada Health's Patient Finder business model can generate **\$645 million to \$1.2 billion in annual value** across J&J's portfolio by identifying undiagnosed patients and navigating them to therapy. The following drugs represent the highest-fit opportunities:

1. SPRAVATO (esketamine) - Treatment-Resistant

Depression **Fit Score: 9/10**

Annual Addressable Patients 100,000-200,000

Net Revenue per Patient (Year 1) \$13,000-18,000

Ada Patient Finder Value (10% fee) \$155-310 million annually

Key Rationale 30-55% of depression patients have treatment-resistant depression (TRD), but only 66.7% receive evidence-based treatment. 2.5 million undertreated TRD patients exist in the U.S. Ada's mental health symptom assessment can identify patients cycling through failed antidepressants and navigate them to SPRAVATO-certified clinics.

Diagnostic Challenge Only 5-7% of primary care depression patients achieve remission. TRD patients often remain in primary care without psychiatry referral or knowledge of advanced options like SPRAVATO.

2. TREMFYA (guselkumab) - Psoriatic Arthritis

Fit Score: 9/10

Annual

Addressable Patients 50,000-80,000

Net Revenue per Patient (Year 1)

\$25,000-35,000

Ada Patient Finder Value (10% fee)

\$150-240 million annually

Key Rationale

9-15.5% of psoriatic arthritis (PsA) patients are undiagnosed (202,500-348,750 total undiagnosed in U.S.). Median diagnostic delay is 10.8 months, with >50% delayed >2 years. Physician delay (4.5 months) significantly exceeds patient delay (1.0 month), indicating systemic diagnostic failure. Ada can surface joint pain, stiffness, dactylitis (sausage fingers), and enthesitis (heel pain) to prompt rheumatology referral.

3. TREMFYA (guselkumab) - Inflammatory Bowel Disease

Fit Score: 10/10

Annual

Addressable Patients 40,000-60,000

Net Revenue per Patient (Year 1)

\$25,000-35,000

Ada Patient Finder Value (10% fee)

\$120-180 million annually

Key Rationale

Nearly 50% of IBD patients experience diagnostic delays exceeding clinical thresholds (>6 months for ulcerative colitis, >12 months for Crohn's disease). 320,000-350,000 moderate-to-severe IBD patients in diagnostic limbo. Ada can distinguish IBD from IBS via symptom patterns (bloody diarrhea, nocturnal urgency, weight loss, extraintestinal symptoms) and prompt immediate GI referral and colonoscopy.

4. DARZALEX (daratumumab) - Multiple Myeloma

Fit Score: 8/10

Annual

Addressable Patients 10,000-15,000

Net Revenue per Patient (Year 1)

\$70,000-100,000

Ada Patient Finder Value (10% fee)

\$85-127 million annually

Key Rationale

50% of multiple myeloma patients experience diagnostic delays >3 months, with average 6-11 months from symptom onset to diagnosis. 17,500 delayed diagnoses per year in U.S. (out of ~35,000 new cases). Symptoms—bone pain (especially back), fatigue, recurrent infections, anemia, kidney dysfunction—are surfaceable via Ada's clinical assessment. High per-patient value offsets rarity.

5. IMAAVY (nipocalimab) - Myasthenia Gravis

Fit Score: 8/10

Annual

Addressable Patients 3,000-6,000

Net Revenue per Patient (Year 1)

\$110,000-160,000

Ada Patient Finder Value (10% fee)

\$40-81 million annually

Key Rationale

Median 8-12 month diagnostic delay for generalized myasthenia gravis (gMG); 10,000-15,000 undiagnosed in U.S. The hallmark pattern —"muscle weakness worsening with use" (ptosis worsening in afternoon, diplopia after reading, dysphagia mid-meal)—is pathognomonic and surfaceable via Ada. Simple confirmatory blood test (anti-AChR antibodies) available. High per-patient value justifies rare disease targeting.

Competitive Landscape

Company	2024/2025 Revenue	Market Cap	Key Competing Assets
Johnson & Johnson	\$94.2B	\$580B	DARZALEX, TREMFYA, ERLEADA
AbbVie	\$56.3B	\$401B	Skyrizi, Rinvoq, Imbruvica (co-marketed)
Roche	\$49.9B	~\$250B	Oncology portfolio (Tecentriq, Avastin, Herceptin)
Merck & Co.	\$53.6B	~\$290B	Keytruda (immuno-oncology leader), Gardasil
Bristol Myers Squibb	\$45-48B	\$122B	Revlimid (post-LOE), Opdivo, Eliquis, Abecma

Key Risks and Challenges

- Patent Cliffs:** STELARA lost \$5-6B annually to biosimilars (EU July 2024, U.S. 2023-2025). IMBRUVICA patents expire 2026.
- Competition:** AbbVie's Skyrizi (\$11.7B, +51% growth) outpacing TREMFYA in IL-23 class. Brukinsa eroding IMBRUVICA share.
- IRA Pricing Pressure:** Medicare drug price negotiations resulted in 38% IMBRUVICA price cut in 2026; more products subject to negotiation.
- Litigation Exposure:** Ongoing talc powder and opioid lawsuits; billions in settlements paid, continued liability risk.
- MedTech Robotics Risk:** OTTAVA surgical robotics late entry vs. Intuitive Surgical's da Vinci dominance (~80% market share).
- Pipeline Execution:** Phase 3 failures (icotrokinra, milvexian) or regulatory rejections could derail key growth drivers.

- **FX and Macroeconomic:** ~40-45% revenue from outside U.S.; strong dollar headwinds and recessionary risk on elective procedures.

Outlook and Valuation

J&J has provided 2026 revenue guidance of **\$99.5-100.5 billion** (operational sales), reflecting 5.7-6.7% growth from 2025 levels and exceeding Wall Street consensus of \$98.9 billion. Adjusted EPS is guided at \$11.4-11.6, representing 5-7% profit growth.

The company projects:

- Innovative Medicine growth of 5-7% annually, driven by oncology (target \$50B by 2030) and immunology
- MedTech growth of 5-7% annually, with robotics and electrophysiology as key contributors
- Continued pipeline maturation with 15+ Phase 3 programs and multiple anticipated approvals

Valuation Metric	Value (March 2026)	Notes
Stock Price	\$243.71	March 10, 2026 close
Market Capitalization	\$580.18B	#2 pharma by market cap
P/E Ratio (trailing)	~22.1x	Based on 2025 EPS of \$11.03
P/E Ratio (forward)	~21.0x	Based on 2026 guidance \$11.53 midpoint
Dividend Yield	~3.0%	Dividend Aristocrat (62 consecutive years)

Geographic Revenue Distribution (2025)

Region	Revenue	% of Total	YoY Growth
United States	\$53.75B	57.1%	6.9%
Europe	\$21.54B	22.9%	~5% (est.)
Asia Pacific & Africa	\$14.03B	14.9%	~4-6% (est.)
Western Hemisphere (ex-U.S.)	\$4.88B	5.2%	~4-6% (est.)
Total Worldwide	\$94.19B	100%	6.1%

Leadership Team

Name	Title	Scope
Joaquin Duato	Chairman & CEO	Overall company P&L; became CEO Jan 3, 2022
Jennifer L. Taubert	EVP, Worldwide Chairman, Innovative Medicine	\$60.4B Innovative Medicine segment; Fortune MPW 2022-2025
Tim Schmid	EVP, Worldwide Chairman, MedTech	~\$33.8B MedTech segment; robotics, orthopaedics, surgery
Joseph J. Wolk	EVP & Chief Financial Officer	Financial operations; CFO since 2018; Prudential & Stanford Medicine boards

R&D Pipeline Highlights

J&J invested approximately **\$14.7 billion in R&D in 2025** (19.4% of sales in 2024), maintaining one of the industry's largest pipelines with 15+ Phase 3 programs.

Asset	Indication	Phase	Expected Milestone
Nipocalimab (IMAAVY)	CIDP, Lupus, Warm AIHA	Phase 3	Filings 2025-2026
TAR-200 (INLEXZO)	Non-muscle invasive bladder cancer	Phase 3	SunRISe-3, SunRISe-5 trials ongoing
Icotrokinra (Icotide)	Psoriasis, IBD	Phase 2/3	First approvals expected 2026-27
Milvexian	Stroke prevention (anticoagulant)	Phase 3	Data ~2025, filing ~2026
OTTAVA Surgical System	General surgery robotics	IDE / Pre-commercial	Launch 2026-2027
MONARCH Platform	Urology robotics	Development	Launch 2026-2027

Conclusion: Ada Patient Finder Strategic Value

Johnson & Johnson's portfolio presents **exceptional opportunities for Ada Health's Patient Finder business**, with an estimated **\$645 million to \$1.2 billion in annual value** across seven high-fit drugs:

- **SPRAVATO (TRD):** \$155-310M annual potential | 100K-200K patients | Massive undertreatment of 2.5M TRD patients
- **TREMFYA (PsA):** \$150-240M annual potential | 50K-80K patients | 202K-349K undiagnosed PsA, median 10.8-month delay

- **TREMFYA (IBD):** \$120-180M annual potential | 40K-60K patients | 50% diagnostic delay, symptom-rich presentation
- **DARZALEX (MM):** \$85-127M annual potential | 10K-15K patients | 50% delayed >3 months, high per-patient value
- **IMAAVY (gMG):** \$40-81M annual potential | 3K-6K patients | 8-12 month delay, pathognomonic "weakness worsening with use"

The Patient Finder model aligns perfectly with J&J's strategic priorities: **accelerating oncology growth (DARZALEX), offsetting STELARA biosimilar erosion (TREMFYA), and establishing neuroscience leadership (SPRAVATO)**. By identifying undiagnosed patients and navigating them to therapy earlier, Ada Health enables true market expansion—finding patients the healthcare system misses—while simultaneously improving clinical outcomes through earlier intervention.

This is not marketing spend. This is market expansion through better diagnosis.

Johnson & Johnson Deep Dive - Ada Cockpit - March 2026

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This report is based on publicly available information as of March 11, 2026. Financial projections and Patient Finder valuations are estimates and subject to change.