

# The Johnson & Johnson Intelligence Dossier

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## Abstracts

May you live in interesting times—or so the old curse goes.

Johnson & Johnson is certainly doing just that.

After a year of upsets and some victories, J&J ended the last half of 2009 with the announcement it would cut 8400 non-US based jobs, and restructure its worldwide operations in an effort to save between \$1.4 billion and \$1.7 billion by 2011.

Faced with the ever-present spectre of brands going off patent, J&J CEO William Weldon defended his company's three-pronged structure of medical devices, consumer health and pharmaceutical, saying that such a model offered some protection from research setbacks and generics eating into profits, which dropped by 14.1 per cent in Q3.

That may be, but J&J had other late-year issues to contend with, as well. The drug maker was forced to expand its recall of Tylenol to include Benadryl, Motrin and Roloids, following consumer reports that the products smelled musty and causes nausea, vomiting and diarrhea. And that wasn't the only drug-related negative news: The US Justice Department also filed a lawsuit against the company, alleging that it paid millions of dollars in kickback to a pharmacy specializing in dispensing drugs to nursing home patients.

Yet while some news was positive—there were several new deals announced, including a \$1 billion investment in Elan in exchange for 18.4 per cent of the company—there are still questions around J&J's future performance.

## Key insights on critical developments

FirstWord's The Johnson & Johnson Intelligence Dossier charts the company's news in 2009 by examining the events behind 181 headlines from the third quarter 2009 through January 2010, covering everything from corporate restructuring to drug approvals. In the fascinating dossier, FirstWord analyzes not just J&J's predominantly positive news sentiment and content, but offers a breakdown of topics covered both in charts and in concise, clear-visioned reporting.

The report reviews events to establish:

J&J's financial temperature and strategies to revitalize its business

The greatest areas of news coverage, divided by drug and research, corporate and financial categories

## **The report**

Offers a detailed synopsis of major events, their coverage and corporate responses

Updates all the key J&J brands under development or in trials, including Prezista, Stelara, Intelence, Velcade and Procrit

Reviews which news stories garnered positive and negative spins by quarter and topic, including acquisitions, filings, marketing strategies and regulatory updates

Discusses critical strategies by J&J to reduce costs and increase profits being undercut by generics and the negative impact of currency exchange

Includes charts comparing overall news sentiment standings held by J&J, BMS, AstraZeneca and Eli Lilly

## **Critical information included in this report**

Quarter by quarter news sentiment analysis, cross referenced and analyzed by subject

Overview of J&J's acquisitions and R&D collaborations, as well as news on current and upcoming lawsuits

Point by point breakdown of all news events by category of drugs, research, corporate or financial

### **Brands mentioned in this report**

Intelligence

Velcade

Simponi

Risperdal

Levaquin

Comfyde

Tylenol

Stelara

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