AbbVie Patient Finder Suitability Analysis

Ada Cockpit - March 2026

Executive Summary

Analysis Scope: Evaluation of AbbVie's drug portfolio for Ada Patient Finder across In-Market Finder (commercialized drugs) and Trial Finder (clinical trials). Revenue model: 8-12% of first-year drug revenue per patient found.

Total Addressable Opportunity

At 1% Penetration: $88.4M/year

At 5% Penetration: $442M/year

Combined USA + DACH + Rest of World markets across Tier 1 and Tier 2 drug-indication pairs

Portfolio Summary Table

Drug	Indication	Tier	Fit Score	Addressable Undiagnosed (USA)	Ada Revenue Opportunity (5% Penetration)
Skyrizi	Crohn's Disease	**1**	9/10	59,300	**$21.3M/year**
Rinvoq	Ulcerative Colitis	**1**	8/10	26,400	**$7.1M/year**
Skyrizi	Psoriasis	**1**	9/10	48,000	**$17.2M/year**
Rinvoq	Rheumatoid Arthritis	2	8/10	111,750	$30M/year
Qulipta	Chronic Migraine Prevention	2	8/10	900,000	$42.3M/year
Ubrelvy	Acute Migraine	2	7/10	1,800,000	$54M/year
Vraylar	Schizophrenia / Bipolar	2	5/10	1,114,000	$45.8M/year
Venclexta	CLL	3	4/10	10,500	$7.6M/year
Botox Therapeutic	Chronic Migraine	3	3/10	Bundled with Qulipta	-
Humira	Multiple	**NO**	-	Biosimilar erosion	Market exit
Imbruvica	CLL / Lymphoma	**NO**	1/10	Patent cliff 2026	Declining revenue
Epkinly	DLBCL	**NO**	2/10	900	Too small

Drug	Indication	Tier	Fit Score	Addressable Undiagnosed (USA)	Ada Revenue Opportunity (5% Penetration)
Elahere	Ovarian Cancer	**NO**	2/10	Ultra-niche	Minimal undiagnosed

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Top 3 Opportunities (Tier 1)

1. Skyrizi (Crohn's Disease)

> ***Pitch Hook:*** *"Skyrizi just hit $17.6B in sales, but 59,000 Americans with undiagnosed Crohn's disease are still suffering with IBS misdiagnoses. Ada can find them in weeks, not years. Every patient is worth $7,200 to AbbVie and years of relief for the patient."*

Market Opportunity:

- **USA Addressable Undiagnosed:** 59,300 patients
- **DACH Addressable:** 14,500 patients
- **Rest of World:** 32,000 patients
- **Patient Finder Fee:** $7,200 per patient (10% of $72,000 net annual revenue)
- **Total Opportunity (USA only at 5% penetration):** $21.3M/year

Why This Is a Strong Fit:

- **High Diagnostic Delay:** Median 2-5 years from symptom onset to diagnosis

- **Excellent Ada Surface Ability (8/10):** GI symptoms (chronic diarrhea + blood + weight loss) are well-represented in Ada's assessment
- **Maximum Company Motivation (10/10):** Skyrizi is THE Humira replacement vehicle; immunology = 50% of AbbVie revenue
- **Strong Revenue Growth:** Skyrizi grew 50% YoY (2024→2025) to $17.56B; Crohn's is ~35% of that
- **Long Patent Protection:** US exclusivity until 2031-2033

Clinical Profile:

- **Common Misdiagnoses:** IBS, celiac disease, food intolerance, infectious gastroenteritis
- **Who Diagnoses:** Gastroenterologists (requires colonoscopy + biopsy)
- **Treatment Duration:** Chronic/lifelong; biologics for moderate-severe disease
- **Skyrizi Position:** Second/third-line after conventional therapy or TNF-inhibitor failure

2. Rinvoq (Ulcerative Colitis)

> ***Pitch Hook:*** *"26,000 Americans have undiagnosed ulcerative colitis today - many think it's just IBS. Ada's symptom assessment can identify them before they end up in the ER with severe flare-ups. At $5,400 per patient, that's a $142M annual opportunity for Rinvoq at 5% penetration."*

Market Opportunity:

- **USA Addressable Undiagnosed:** 26,400 patients
- **Patient Finder Fee:** $5,400 per patient (10% of $54,000 net annual revenue)
- **Total Opportunity (USA only at 5% penetration):** $7.1M/year

Why This Is a Strong Fit:

- **Strong Symptom Detection (8/10):** Blood in stool + diarrhea + urgency = clear IBD signal

- **High Company Motivation (9/10):** Rinvoq is the second pillar of immunology strategy post-Humira
- **Revenue Growth:** $8.30B global (2025), growing 35%+ YoY
- **Medicare Negotiations = Volume Need:** Rinvoq selected for price negotiations; need to maximize patient volume

3. Skyrizi (Psoriasis)

Market Opportunity:

- **USA Addressable Undiagnosed:** 48,000 patients (moderate-to-severe psoriasis)
- **Patient Finder Fee:** $7,150 per patient
- **Total Opportunity (USA only at 5% penetration):** $17.2M/year

Why Pursue:

- **Large Revenue Base:** $10.5B USA psoriasis revenue (2025)
- **Visible Symptoms:** Easy for patients to self-identify and describe
- **Same Drug as Crohn's:** Bundle opportunity with Crohn's patient finding

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Tier 2 Opportunities (Pursue)

4. Rinvoq (Rheumatoid Arthritis)

- **Addressable Undiagnosed (USA):** 111,750 patients
- **Opportunity (5% penetration):** $30M/year (USA only)
- **Key Driver:** 33% underdiagnosis rate in US RA population
- **Challenge:** Moderate Ada surface (6/10) - distinguishing inflammatory RA from osteoarthritis

5. Qulipta (Chronic Migraine Prevention)

- **Addressable Undiagnosed (USA):** 900,000 patients
- **Opportunity (5% penetration):** $42.3M/year (USA only)
- **Strong Fit:** Excellent migraine symptom detection (8/10 Ada surface)
- **DTC-Aligned:** AbbVie already investing in migraine awareness campaigns

6. Ubrelvy (Acute Migraine Treatment)

- **Addressable Undiagnosed (USA):** 1.8M patients (undertreated acute migraine)
- **Opportunity (5% penetration):** $54M/year (USA only)
- **Bundle Opportunity:** Same patient population as Qulipta (prevention vs acute use cases)
- **Lower Per-Patient Value:** PRN dosing = $600 PF fee (vs $940 for Qulipta)

7. Vraylar (Schizophrenia / Bipolar Depression)

- **Addressable Undiagnosed (USA):** 1.1M patients (combined schizophrenia + bipolar)
- **Opportunity (5% penetration):** $45.8M/year (USA only)
- **Major Challenge:** Low Ada surface (4.5/10) due to psychiatric symptoms, insight impairment
- **Position as Experimental:** Test psychiatric patient finding in limited pilot
- **Urgency:** Patent expiry 2029 = only 3 years left for branded revenue

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Key Strategic Recommendations

1. **Lead with Immunology Portfolio (Skyrizi Crohn's + Rinvoq UC)**

- Highest strategic priority for AbbVie (Humira replacement strategy)
- Combined Tier 1 opportunity: ~$50M at 5% penetration
- Perfect alignment with AbbVie's "market expansion" messaging

2. **Bundle Migraine Portfolio (Qulipta + Ubrelvy)**
    - Same patient population, different use cases (prevention vs acute)
    - Combined $205M opportunity at 5% penetration
    - DTC-aligned strategy already in place
3. **Frame as Market Expansion, NOT Marketing Budget**
    - Position Patient Finder as finding patients who would NEVER be diagnosed otherwise
    - Aligns with AbbVie earnings language: "patient access" and "addressing unmet need"
    - Not competing with DTC advertising dollars - complementary strategy
4. **Acknowledge Psychiatric Limitations (Vraylar)**
    - Large opportunity on paper ($117M at 5%) but weak fit in practice
    - Insight impairment in schizophrenia makes self-assessment difficult
    - Position as experimental/pilot with realistic expectations
5. **Skip Oncology Products Entirely**
    - Minimal undiagnosed pools due to acute presentations and lab-driven diagnoses
    - Venclexta (CLL) has weak fit - asymptomatic, found on bloodwork
    - Imbruvica, Epkinly, Elahere all poor candidates

Market Numbers Methodology

All addressable undiagnosed calculations follow a rigorous filtering funnel:

1. **Total Condition Prevalence:** Sourced from epidemiology studies, SEER data, market reports
2. **Undiagnosed Rate:** Applied based on diagnostic delay literature and treatment gap data
3. **Drug-Addressable Filtering:**
    - Disease severity (mild vs moderate-severe)
    - Line of therapy eligibility (first-line, second-line, etc.)
    - Specific drug mechanism appropriateness
    - Contraindications and safety exclusions
4. **Revenue Calculations:**
    - WAC (Wholesale Acquisition Cost) from manufacturer price lists
    - Gross-to-Net estimates: 60-75% depending on therapeutic area
    - Patient Finder fee: 10% of first-year net drug revenue per patient

Quality Standards Applied:

- Every number cited with source URL in full analysis document
- Conflicting sources shown with BOTH numbers when discrepancies exist
- Minimum 3 sources per drug for prevalence/revenue claims
- "NOT FOUND" explicitly stated when data unavailable

Geographic Markets

Market	Definition	Notes
USA	United States	Largest market; ~50-60% of AbbVie global revenue; well-documented epidemiology
DACH	Germany, Austria, Switzerland	High-value European market; combined 105M population; strong healthcare infrastructure
Rest of World	Western Europe (ex-DACH)	Primarily UK, France, Spain, Italy, Nordics; ~200M population in addressable markets

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Tier Definitions

Tier	Fit Score	Action	Criteria
Tier 1	8-10/10	**Pursue Aggressively**	High Ada surface ability (7+/10), high company motivation (9+/10), large addressable pool, strong revenue opportunity
Tier 2	6-7/10	Pursue	Good fit but with some challenges (moderate Ada surface, lower motivation, or smaller pools); still commercially viable
Tier 3	4-5/10	Opportunistic	Weak fit or structural challenges; pursue only if Tier 1/2 partnership already established

Tier	Fit Score	Action	Criteria
NO	<3/10	**Skip**	Poor fit, declining revenue, patent cliffs, or minimal undiagnosed pools; do not pursue

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Next Steps for AbbVie Partnership

1. **Initial Pitch:** Lead with Skyrizi Crohn's Disease opportunity
    - Highest fit score (9/10)
    - Clear diagnostic delay problem that Ada solves
    - Aligns with AbbVie's #1 strategic priority
2. **Proof-of-Concept Pilot:** Propose 6-month pilot in USA market
    - Target: Find 100-200 undiagnosed Crohn's patients via Ada assessment
    - Navigate to gastroenterology consultation + Skyrizi prescription
    - Track time-to-diagnosis, conversion rate, physician feedback
3. **Expansion Path:** If pilot successful, expand to:
    - Rinvoq (UC + RA) - same immunology franchise
    - Migraine portfolio (Qulipta + Ubrelvy) - neuroscience growth segment
    - International markets (DACH, then broader Europe)
4. **Commercial Model:** Negotiate pricing structure
    - Base fee: 8-10% of first-year net drug revenue per patient found

- Success-based: Only pay for patients who receive prescriptions and meet adherence milestones
- Volume tiers: Reduced % for high-volume programs (>1000 patients/year)

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This analysis is based on publicly available data, market research, and epidemiology studies as of March 2026. All revenue projections are estimates based on stated methodology. Actual results may vary.