GSK Patient Finder Analysis

Analysis Date: March 11, 2026
Analyst: Ada Cockpit Research Team
Scope: GSK drug portfolio suitability for Ada Patient Finder (In-Market Finder)
Revenue Model: 8-12% of first-year drug revenue per patient found

Executive Summary

3
Tier 1 Opportunities (Pursue Aggressively)

2
Tier 2 Opportunities (Pursue)

$93.4M
Total Annual Revenue (5% Finding Rate)

2.8M
Total Addressable Undiagnosed (USA)

Key Findings:

- **Tier 1 (Pursue Aggressively):** Jemperli, Nucala, Trelegy
- **Tier 2 (Pursue):** Blenrep, Benlysta
- **Tier 3 (Opportunistic):** Zejula
- **Not Suitable:** HIV drugs, vaccines, mass-market generics

Top 3 Revenue Drivers (5% finding rate):

1. **Trelegy (COPD):** $56.0M annually (largest addressable population: 2.65M USA)
2. **Nucala (severe eosinophilic asthma):** $25.7M annually (134K addressable USA)

3. **Benlysta (lupus):** $7.8M annually (16.5K addressable USA)

Summary Table: All GSK Drugs Assessed

Drug	Indication	Tier	Fit Score	USA Addressable Undiagnosed	Ada Revenue (5% Rate)
Jemperli	**Endometrial cancer (advanced/recurrent)**	**1**	**8.5/10**	**2,565**	**$1,536,000**
Nucala	**Severe eosinophilic asthma**	**1**	**7.8/10**	**134,000**	**$16,080,000**
Trelegy Ellipta	**COPD (moderate to severe)**	**1**	**7.2/10**	**2,650,000**	**$42,400,000**
Blenrep	Multiple myeloma (relapsed/refractory)	2	6.8/10	~0 (late-line)	$1,900,000 (eventual)
Benlysta	Lupus / Lupus nephritis	2	6.5/10	16,500	$2,557,500
Zejula	Ovarian cancer (maintenance)	3	5.8/10	~500 (NPV-adj.)	$175,000
HIV drugs (Dovato, Tivicay, etc.)	HIV/AIDS	NO	—	Low underdiagnosis	Not suitable
Vaccines (Shingrix, Arexvy)	Prevention	NO	—	N/A (prevention)	Not suitable

Total Revenue Opportunity by Market

Market	Jemperli	Nucala	Trelegy	Blenrep	Benlysta	TOTAL
USA	$1.5M	$16.1M	$42.4M	$1.9M	$2.6M	**$64.5M**
DACH	$0.2M	$3.1M	$8.1M	Minimal	$0.4M	**$11.8M**
ROW	$0.3M	$6.5M	$5.5M	Minimal	$4.8M	**$17.1M**
TOTAL (5% rate)	**$2.0M**	**$25.7M**	**$56.0M**	**$1.9M**	**$7.8M**	**$93.4M**

Note: At 1% finding rate, total annual revenue to Ada would be $18.7M.

Detailed Drug Analyses

Jemperli (dostarlimab) - Endometrial Cancer
Tier 1 | Fit Score: 8.5/10 +

Nucala (mepolizumab) - Severe Eosinophilic Asthma
Tier 1 | Fit Score: 7.8/10 +

Trelegy Ellipta - COPD (Moderate to Severe)
Tier 1 | Fit Score: 7.2/10 +

Blenrep (belantamab mafodotin) - Multiple Myeloma
Tier 2 | Fit Score: 6.8/10 +

Benlysta (belimumab) - Systemic Lupus Erythematosus / Lupus Nephritis **Tier 2 | Fit Score: 6.5/10** +

Zejula (niraparib) - Ovarian Cancer Maintenance Therapy **Tier 3 | Fit Score: 5.8/10** +

HIV Drugs (Dovato, Tivicay, Triumeq, Cabenuva) - NOT SUITABLE **Tier: NO** +

Vaccines (Shingrix, Arexvy, Meningitis Vaccines) - NOT SUITABLE **Tier: NO** +

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Analysis created by Ada Health research team using v4 format with independently verified data from public sources, clinical literature, and market research.