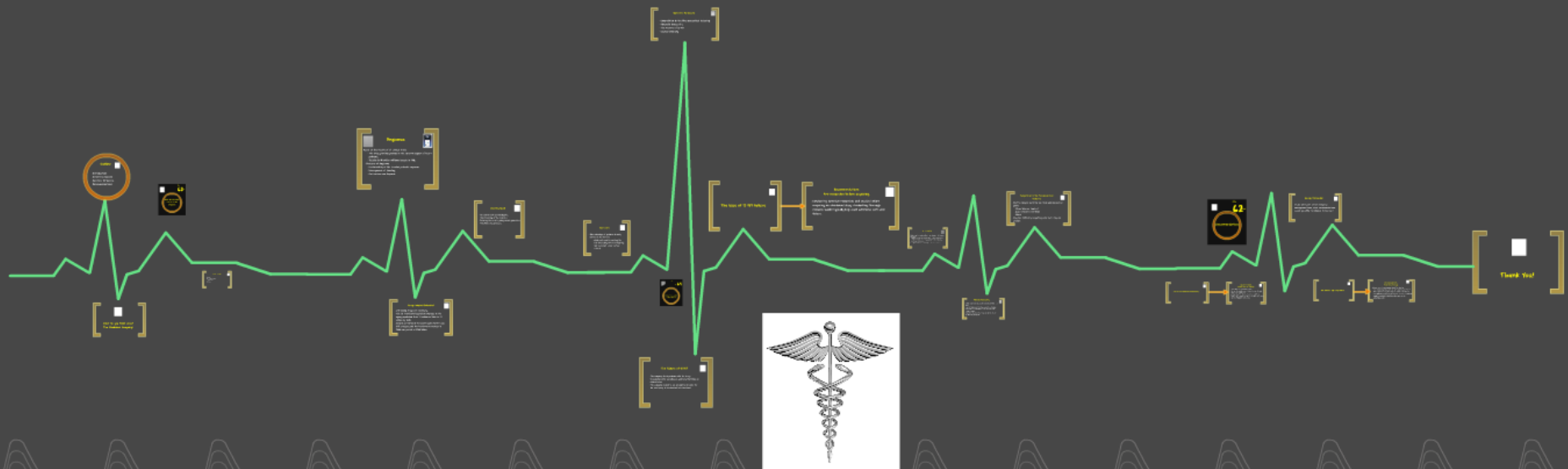


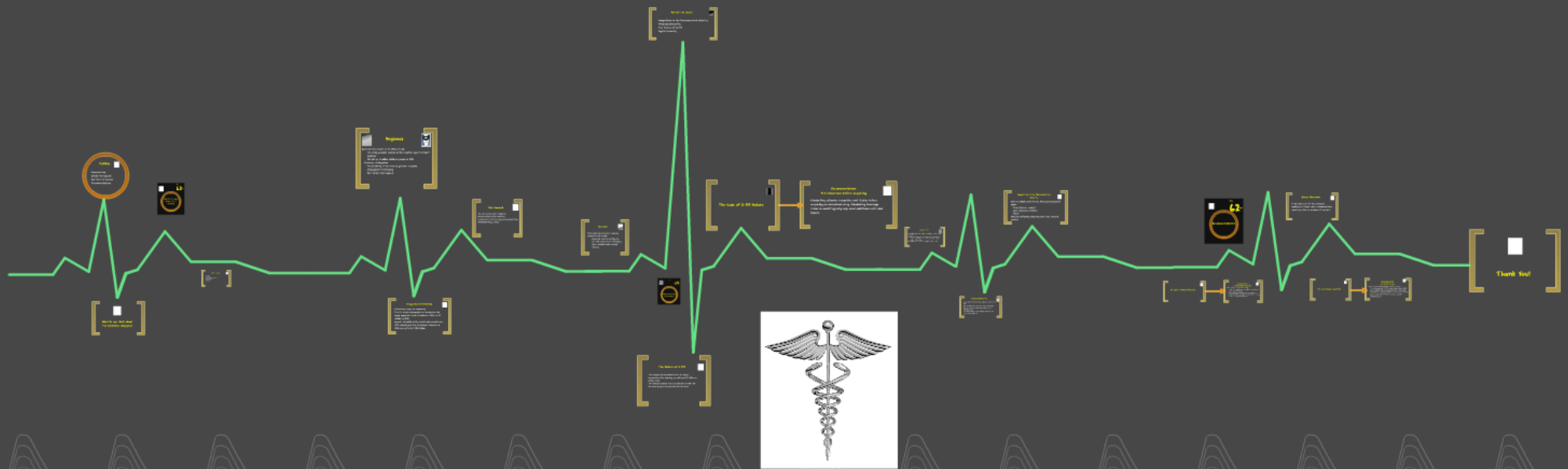


# MEDICINE Harvard Case Solution & Analysis



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# Outline



- Introduction
- Drivers to Success
- Barriers to Success
- Recommendations



What Do you think about  
The Medicines Company?

ECG



62<sup>bpm</sup>

What are the main  
drivers of the  
company?

## Drivers to Success



- Angiomax
- Drugs Market Potential
- Clive Meanwell
- R&D Costs



# Angiomax



- Based on the results of of clinical trials:
  - The drug provides promise in the curative aspect of heart problems.
  - 500,000 in 14 million afflicted people in 1990.
- Features of Angiomax
  - Predictability of the treated patient's response.
  - Management of bleeding.
  - Fast action over heparin.



NDC 65293-001-01

**Angiomax™**  
(bivalirudin)  
FOR INJECTION

**250 mg**

For Intravenous Use Only  
Rx Only