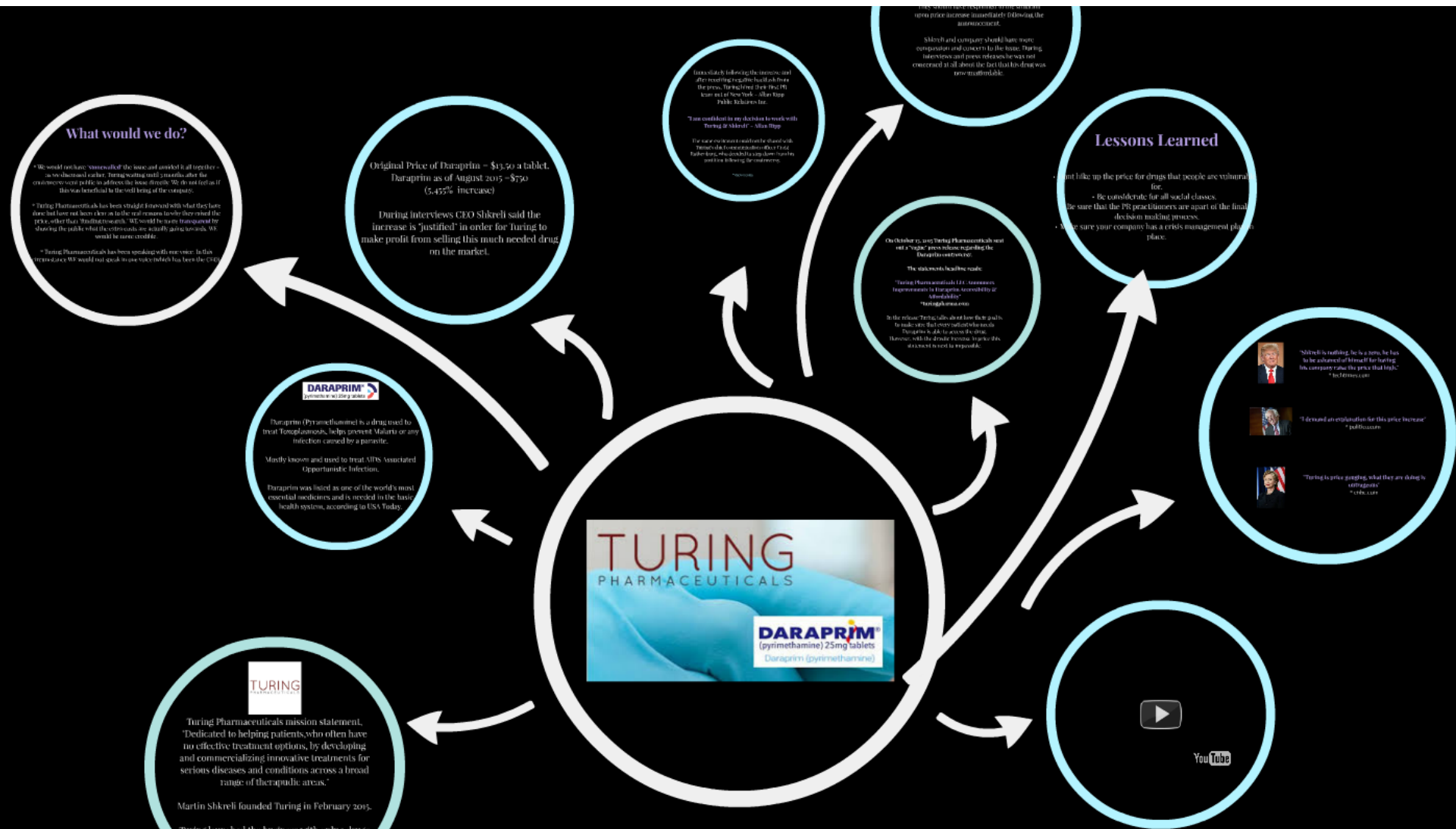


# Turing Pharmaceuticals Harvard Case Solution & Analysis



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Turing Pharmaceuticals mission statement,  
"Dedicated to helping patients, who often have  
no effective treatment options, by developing  
and commercializing innovative treatments for  
serious diseases and conditions across a broad  
range of therapeutic areas."

Martin Shkreli founded Turing in February 2015.

Turing launched the business with only 3 drugs  
that were still in development.



Tu



Daraprim (Pyramethamine) is a drug used to treat Toxoplasmosis, helps prevent Malaria or any infection caused by a parasite.

Mostly known and used to treat AIDS Associated Opportunistic Infection.

Daraprim was listed as one of the world's most essential medicines and is needed in the basic health system, according to USA Today.

Original Price of Daraprim = \$13.50 a tablet.  
Daraprim as of August 2015 = \$750  
(5,455% increase)

During interviews CEO Shkreli said the increase is "justified" in order for Turing to make profit from selling this much needed drug on the market.



You Tube



"Shkreli is nothing, he is a zero, he has to be ashamed of himself for having his company raise the price that high."

\* [techtimes.com](http://techtimes.com)



"I demand an explanation for this price increase"

\* [politico.com](http://politico.com)



"Turing is price gouging, what they are doing is outrageous"

\* [cnbc.com](http://cnbc.com)