Record Nr. UNINA9910678471803321 Autore Calkins Tim Titolo Amgen: launching Repatha / / Tim Calkins, Mike Harris London:,: Kellogg School of Management,, 2017 Pubbl/distr/stampa **ISBN** 1-5264-3112-2 Descrizione fisica 1 online resource: illustrations Collana SAGE Knowledge. Cases Disciplina 616.12 Soggetti Heart - Diseases - Treatment - United States Hypercholesteremia Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Originally published in Calkins, T., & Harris, M. (2017). Amgen: Launching Repatha. 5-416-759. Evanston, IL: Kellogg School of Management at Northwestern University. In March 2015, Amgen is preparing for the launch of Repatha, a new Sommario/riassunto molecule that has demonstrated a remarkable ability to treat high cholesterol. Through a series of clinical trials, Amgen has proven that the molecule is both safe and effective for patients with high cholesterol. It also is effective for patients with familial hypercholesterolemia, a difficult-to-treat population that has exceptionally high levels of cholesterol. Amgen expects the FDA to approve the molecule before the end of the year. Now, the Repatha

team has to develop a revenue forecast.