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# **MASSACHUSETTS GENERAL HOSPITAL AND THE ENBREL ROYALTY**

# INTRODUCTION

**The MGH case on the Enbrel Royalty describes an important decision-making challenge that the management of Massachusetts General Hospital has faced with regard to IP and its monetisation. This case pivots into a discussion of the potential and issues involved in realizing value from IP assets while attending to institutional concerns and demands and stakeholders' agendas.**

# KEY ISSUES

**One of them is long-term management decision relating to selling or keeping the royalty rights of the drug called Enbrel which is in the disease management category and has high sales. What MGH had to consider was whether it would gain more now from selling the royalties than losing out in the future by hanging on to them.**

# **FINANCIAL IMPLICATIONS**

**The sale of Enbrel royalties was expected to facilitate the availability of lump sum, which would otherwise be hard to come by and which would go a long way in supporting MGH's operational, research and infrastructure development needs.**

# CONCLUSION

**The case Massachusetts General Hospital and Enbrel Royalty is rather insightful and explains many factors that influence the commercialisation of IP in the healthcare sector. It underlines the importance of decision making on various criteria that would encompass fiscal responsibility, institutional culture and vision of strategic planning.**

# RECOMMENDATION

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