## Allegation: Study Of Savings Card For Cholesterol Drug

## Massachusetts AG FAC ¶363:

363. In September, Richard Sackler directed staff to study a savings card program for a widely-used cholesterol medication (not an addictive narcotic) to learn how Purdue could use it for opioids. That same month, the Sacklers voted to pay their family \$140,800,000 more.

and OxyContin. Finally, you could observe the Product Theaters we are implementing. "368

360. In July, staff assured the Sacklers that Purdue prohibited sales reps from writing their sales uitches to prescribers in email.<sup>368</sup>

 In August, staff told the Sacklers that Purdue employed 640 sales reps and, during Q2 2011, they visited prescribers 189,650 times. <sup>370</sup> More than 4,500 of those visits were in Massachusetts. <sup>371</sup>

ed to the Sacklers that, in the first seven months of 2011,

Sackler directed staff to study a savings card program for

not an addictive narcotic) to learn how Purdue could use it

Sacklers voted to pay their family \$140,800,000 more. 374

d the Sacklers that Purdue still employed 640 sales reps

cribers 189,698 times.<sup>375</sup> More than 4,100 of those visits

ead, the Sacklers voted to spend \$162,682,000 to employ

he Sacklers that, in the first nine months of 2011, Purdue

<sup>68</sup> 2011-07-26 email from Russell Gasdia. PPLPC012000336250.

371 Exhibit 1.

<sup>372</sup> 2011-08-03 Board report, pg. 29, PWG000420341.

373 2001-09-28 email from Richard Sackler, PPLPC012000345892.

<sup>38</sup> 2011-109-01 Board minutes, PKY18321597-928.
<sup>38</sup> 2011-109 Board report, pag. 5.41, PWG000419907, -343. Staff told the Sacklers that the sales rep visits compared to a target for the quarter of 189,525 visits; and that reps visited 7.2 prescribers per day, on average, compared to a target of 70.

<sup>377</sup> 2011-11-18 Board minutes, 2012 budget, PKY183212941-942; 2012 budget submission, pg. 22, PDD023201436

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<sup>186 2011-07-21</sup> Board meeting presentation, PPLP004405488-490.
187 2011-08-30 Board report, pp. 6, 42, PW0004002103, 8-34. Staff fold the Sacklers that the sales rep visits compared to a larget for the quarter of 187.950 visits; and that reps visited 7.2 prescribers per day, on average, compared to a larget of 70.

## 2011 Email Forwards Article About Lipitor Savings Card

From: Sackler, Dr Richard

Date: Wednesday, September 28, 2011 1:26 PM

To: JHS (US)

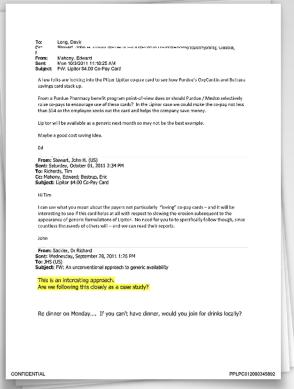
**Subject:** FW: An unconventional approach to generic

availability

This is an interesting approach.

Are we following this closely as a case study?

- Email forwards article about Lipitor savings card
- OIG <u>confirmed compliance</u> for 2011



9/28/01 Email from R. Sackler (PPLPC012000345892)