

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 pitches to prescribers in email.³⁶⁹

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

ed to the Sacklers that, in the first seven months of 2011,³⁷²

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
scribers 189,698 times.³⁷⁵ More than 4,100 of those visits
end, the Sacklers voted to spend \$162,682,000 to employ

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

³⁶⁸ 2011-07-26 email from Russell Gascha, PPLPC012000336250.

³⁶⁹ 2011-07-21 Board meeting presentation, PPLPC00405488-490.

³⁷⁰ 2011-08-03 Board report, pgs. 6, 42, PWG000420318, -354. Staff told the Sacklers that the sales rep visits compared to a target for the quarter of 187,550 visits; and that reps visited 7.2 prescribers per day, on average, compared to a target of 7.0.

³⁷¹ Exhibit 1.

³⁷² 2011-08-03 Board report, pg. 29, PWG000420341.

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

³⁷⁴ 2011-09-01 Board minutes, PKY183212927-928.

³⁷⁵ 2011-11-09 Board report, pgs. 5, 41, PWG000419307, -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 7.0.

³⁷⁶ Exhibit 1.

³⁷⁷ 2011-11-18 Board minutes, 2012 budget, PKY183212941-942; 2012 budget submission, pg. 22, FDO6273201436.

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 confirmed compliance for 2011

To: Long, David
From: Mahony, Edward
Sent: Mon 10/3/2011 11:18:25 AM
Subject: FW: Lipitor \$4.00 Co-Pay Card

A few folks are looking into the Pfizer Lipitor co-pay card to see how Purdue's OxyContin and Butrans savings card stack up.

From a Purdue Pharmacy benefit program point-of-view does or should Purdue / Medco selectively raise co-pays to encourage use of these cards? In the Lipitor case we could make the co-pay not less than \$4 so the employee socks out the card and helps the company save money.

Lipitor will be available as a generic next month so may not be the best example.

Maybe a good cost saving idea.

Ed

From: Stewart, John H. (US)
Sent: Saturday, October 01, 2011 2:34 PM
To: Richards, Tim
Cc: Mahony, Edward; Bostrup, Eric
Subject: Lipitor \$4.00 Co-Pay Card

Hi Tim

I can see what you mean about the payers not particularly "loving" co-pay cards - and it will be interesting to see if this card helps at all with respect to slowing the erosion subsequent to the appearance of generic formulations of Lipitor. No need for you to specifically follow though, since countless thousands of others will - and we can read their reports.

John

From: Sackler, Dr Richard
Sent: 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?

Re dinner on Monday.... If you can't have dinner, would you join for drinks locally?

CONFIDENTIAL

PPLPC012000345892

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