

Allegation: Request For Savings Card Details

Massachusetts AG FAC ¶219:

219. The Sacklers wanted more details on tactics for pushing sales. **Richard Sackler** wrote to Russell Gasdia, Vice President of Sales and Marketing (hereinafter “Sales VP”), **demanding information about Purdue’s opioid savings cards. Richard asked Gasdia how long the opioid savings cards lasted, how much savings they offered a patient, and whether there had been any changes since he had last been briefed on the opioid savings card scheme. Richard sent Gasdia a detailed hypothetical scenario to make sure he understood the sales tactic down to the smallest details.** Staff followed up with a presentation about opioid savings cards to the Sacklers at the next Board meeting.

❖ 2008 ❖ ❖ ❖

Id the Sacklers that Purdue still employed 304 sales reps promoting higher doses of opioids: “OxyContin 80mg”
rs that, in 2007, Purdue’s net sales were just over \$1
pany had planned. OxyContin was more than 90% of

s that: Purdue received 689 Reports of Concern about
in Q4 2007, and they conducted only 21 field inquiries
cklers that they received 83 tips to Purdue’s compliance
not report any of them to the authorities.¹²⁰

s that: they promoted Purdue opioids at the
Pharma Pain Program in Boston on November 1 and at
and policies in Boston on October 31.¹²¹

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¹¹⁸ 2008-01-15 Board report, pgs. 4, 22, 24, PDD8801733977, -995, -997.

¹¹⁹ 2008-01-15 Board report, pg. 16, 24, PDD8801733989, -997.

¹²⁰ 2008-01-15 Board report, pg. 16, PDD8501733989.

2008 Email Seeks Clarification Due To Typo

From: Sackler, Dr Richard

To: Gasdia, Russell

Sent: Wed Jan 30 18:25:10 2008

Subject: RE: Teva looks to be done

... **I don't get the \$500?** If the Rx is \$1000 and the patient is obligated to pay 30% of that, the card handles 30% of 1000 or \$300-\$10? That seems to be a very serious obligation.

To: Sackler, Dr Richard

From: Gasdia, Russell

Sent: Thur 1/31/2008 8:28:39 AM

Subject: Re: Teva looks to be done

My fault. It was a typo. It is 50 not 500. You have it right at 50 above the first 10. They are good for up to 5 Rxs.

Sorry for the confusion

7/28/2007 11:55 AM
Hi,
Send me the excel spread sheets for the preview
?

7/28/2007 11:51 AM
Send me the excel spread sheets for the preview

I don't know why I got the tables as pictures rather than embedded spread sheets, but I want to do some calculations and can't do it on what you sent.

Sackler, M.D.
77 O
86 H
05 C
0

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PPLPC012000159169

1/30/08 Emails from R. Sackler (PPLPC012000168321)

- Email seeks clarification of typo in prior email
- **OIG confirmed compliance for 2008**