

# Allegation: Direction To Send Weekly Sales Reports

## Massachusetts AG FAC ¶266:

266. In October, staff told the Sacklers that Purdue had expanded its sales force by 50 territories and now employed 475 sales reps. Richard Sackler directed staff to send him weekly reports on OxyContin sales. No one in the company received reports that often, so staff were not sure how to reply. Staff considered telling Richard that there were no weekly reports, but they decided to make a new report just for him instead. The CEO also instructed the Sales Department to report to the Sacklers with more explanation about its activities.

ing with sales staff, Richard Sackler asked for the raw data  
staff had not responded within five minutes, he asked

clers voted to pay their family \$173,000,000.<sup>201</sup> But  
staff were not selling Purdue's opioids aggressively  
staff predicted a decline in OxyContin sales when he

he Sacklers that Purdue had expanded its sales force by 50  
s reps.<sup>202</sup> Richard Sackler directed staff to send him

No one in the company received reports that often, so

aff considered telling Richard that there were no weekly  
a report just for him instead.<sup>206</sup> The CEO also instructed  
Sacklers with more explanation about its activities.<sup>207</sup>

Sacklers and staff discussed federal sunshine legislation  
disclose drug companies' payments to doctors. Purdue  
s opioids — including doctors in Massachusetts — but the

PPLPC02000236021-022.

0-772

PPLPC012000240032

016000007322, -330

PPLPC012000241516; see also PDD9316309168.

<sup>201</sup> 2009-10-08 email from Robert Barnome, PPLPC012000241515; see also PPLPC02000023453.

<sup>202</sup> 2009-10-08 email from David Rosen, PPLPC012000241515 ("Hi, guys... Someone needs to alert Dr. Richard  
that we no longer do a weekly report. Can either one of you help...?"). 2009-10-08 email from Dept. Javala,

PPLPC012000241526 ("we have not been providing the OxyContin weekly report since May 09?"). 2009-10-08

email from Richard Sackler, PPLPC012000241586 ("I'd like to have the weekly updates."). 2009-10-08 email from

David Rosen, PPLPC012000241586 ("If we do as dr. Richard requests, we will be asking work and providing him

near worthless data"). 2009-10-08 email from Russell Gaudin, PPLPC012000241586 ("Tell her not to respond.").

2009-10-08 email from John Stewart, PPLPC012000241647; 2009-10-09 email from Rob Barnome,

PPLPC02000236090 ("For the record, my concerns regarding workload and being able to meet demands of all the

reporting, primary research, ad faces while maintaining quality and reasonable levels of group morale remain.").

<sup>207</sup> 2009-10-20 email from John Stewart, PPLPC012000242813.

# 2009 Email: Request To Be Added To Weekly Circulation

**From:** Sackler, Dr Richard

**Sent:** Thursday, October 08, 2009 12:08 PM

**To:** Jinwala, Dipti

**Subject:** RE: Oxycodone ER Rx's

Please add me to the weekly circulation.

- Irrelevant 2009 email asks for weekly sales reports
- OIG confirmed compliance for 2009

To:  
From:  
Sent: Thur 10/8/2009 2:16:11 PM  
Subject: RE: Oxycodone ER Rx's

Ok

From: Gesdia, Russell  
To: Rosen, David (Marketing); Innaurato, Mike  
Sent: Thu Oct 08 13:33:20 2009  
Subject: RE: Oxycodone ER Rx's

Dipti can respond that we have not been providing a weekly report since May and we have migrated to monthly reports.

From: Rosen, David (Marketing)  
Sent: Thursday, October 08, 2009 12:57 PM  
To: Innaurato, Mike; Gesdia, Russell  
Subject: FW: Oxycodone ER Rx's  
Importance: High

Hi, guys. Please see below. Someone needs to alert Dr. Richard that we no longer do a weekly report. Can either one of you help with this?

From: Barmore, Robert  
Sent: Thursday, October 08, 2009 12:55 PM  
To: Rosen, David (Marketing)  
Subject: FW: Oxycodone ER Rx's

Thoughts?

Rob

From: Jinwala, Dipti  
Sent: Thursday, October 08, 2009 12:54 PM  
To: Barmore, Robert  
Subject: FW: Oxycodone ER Rx's

Rob,

Dr. Richard wants me to add him to the weekly distribution but there is no weekly distribution for the OxyContin weekly report. The weekly reports has been discontinued since May 09.

Dipti

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PPLPC012000241515

10/8/09 Email from R. Sackler (PPLPC012000241515)