

# Allegation: Pushing Staff About Sales

## Massachusetts AG FAC ¶234:

234. At the same time, Jonathan, Kathe, and Mortimer Sackler were also pushing staff about sales. Staff told those three Sacklers that they would use opioid savings cards to meet the challenge of keeping OxyContin scripts at the same level in 2008 as in 2007, “in spite of all the pressures.” Kathe demanded that staff identify the “pressures” and provide “quantification of their negative impact on projected sales.”

“John, I know it is tricky, but Dr. Richard has to back off somewhat. He is pulling people in all directions, creating a lot of extra work and increasing pressure and stress. I will draft a response but he is not realistic in his expectations and it is very difficult to get him to understand.”<sup>145</sup>

232. Richard Sackler did not back off. Instead, he pushed staff to sell more of the highest doses of opioids and get more pills in each prescription. That same Saturday night,

her set of instructions, directing him to identify tactics for s on an adjusted basis (adjusted for strength and average number of next day, Gasdia was writing up plans for how adding sales reps, moting more intermediate doses of OxyContin could help increase

er followed through on his weekend threat that he would have the Two days later, Richard circulated his own sales analysis to the to “put this high in the Board agenda,” and proposed that he and edo of the annual plan as well as the 5-year plan for Purdue’s

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three Sacklers that they would use opioid savings cards to meet the tin scripts at the same level in 2008 as in 2007, “in spite of all the

pressures.”<sup>149</sup> Kathe demanded that staff identify the “pressures” and provide “quantification of their negative impact on projected sales.”<sup>150</sup>

<sup>145</sup> 2008-03-08 email from Russell Gasdia, PPLPC012000174127.

<sup>146</sup> 2008-03-08 email from Richard Sackler, PPLPC012000175157.

<sup>147</sup> 2008-03-09 email from Russell Gasdia, PPLPC012000174161.

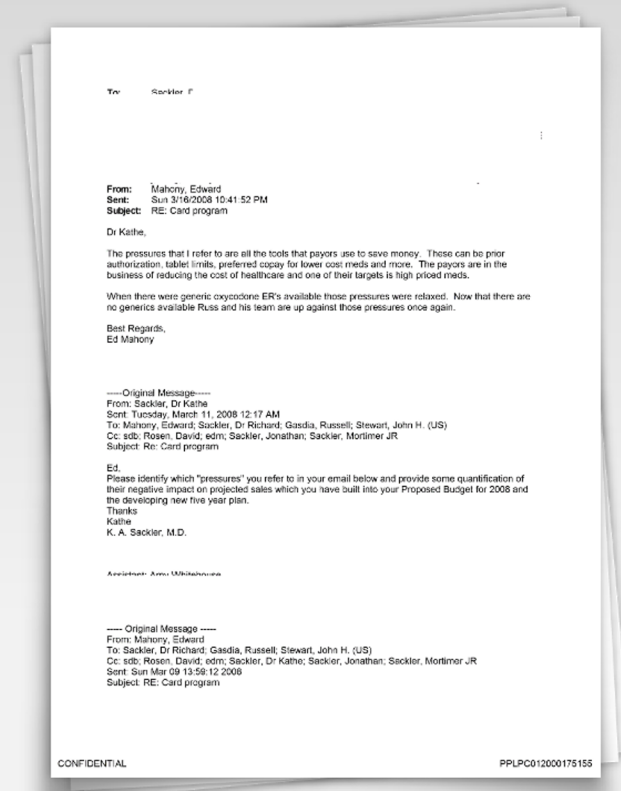
<sup>148</sup> 2008-03-10 email from Richard Sackler, PPLPC022000164605.

<sup>149</sup> 2008-03-09 email from Edward Mahoney, PPLPC012000175155-156.

<sup>150</sup> 2008-03-11 email from Kathe Sackler, PPLPC012000175155.

# Irrelevant 2008 Email Contains No Communication From Jonathan Sackler

- He is cc'd on an information request
- Sales, not marketing
- **OIG confirmed compliance for 2008**



3/9/08 Email from E. Mahony (PPLPC012000175155)