

Allegation: Studied News Reports

Massachusetts AG FAC ¶429:

429. Meanwhile, staff contacted Richard Sackler because they were concerned that the company's "internal documents" could cause problems if investigations of the opioid crisis expanded. Early the next year, staff told Jonathan Sackler about the same concern. Jonathan studied collections of news reports and asked staff to assure him that journalists covering the opioid epidemic were not focused on the Sacklers.

428. In December, staff told Richard Sackler that Butrans sales were increasing, and they suspected the increase was caused by Purdue's improved targeting, in which sales reps visited the most susceptible prolific prescribers.⁴⁹⁹

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❖ ❖ ❖ 2014 ❖ ❖ ❖

staff reported to the Sacklers on how Purdue's program for sales reps compared to recent agreements between other drug companies had agreed that sales reps should not be paid for prescriptions, but Purdue still paid reps for generating prescriptions for the public the money they spent to influence continuing sales. Other companies had adopted "claw-back" policies so that they earned from misconduct, but Purdue had not. The resolutions each quarter certifying their oversight of the program, but the Sacklers did not.⁵⁰¹

⁴⁹⁹ 2013-12-04 email from David Rosen, PPLPC012000454576.

⁵⁰⁰ 2014-01-03 email from Burt Rosen, PPLPC012000748355 ("I spoke to Richard just before the year end and raised concerns over our internal documents").

⁵⁰¹ 2014-01-03 email from Jonathan Sackler, PPLPC007000738153.

⁵⁰² 2014-01-16 quarterly compliance report to the Board, PPLP004410797.

Irrelevant 2014 Observation About Lack Of Press Focus On IR Oxycodone

From: Sackler, Jonathan
Sent: Thursday, January 02, 2014 5:14 PM
To: Walsh, Kathy
Subject: RE: Search Results: Oxycodone IR follow up

Yes, it was helpful. My takeaway: no apparent focus on makers of IR oxycodone, and no apparent interest in the distribution chain EXCEPT in the case of FL pain clinics ("pill mills"). Is that what you see?

Jon Sackler

From: Walsh, Kathy
Sent: Friday, January 03, 2014 11:22 AM
To: Sackler, Jonathan
Subject: RE: Search Results: Oxycodone IR follow up

Agreed, so far no focus on the manufacturers of IR oxycodone and only rare mentions of the immediate release version of the drug in media reports.

- Nothing to do with the family or marketing

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