

Allegation: Request For Briefing On Public Health Initiatives

Massachusetts AG FAC ¶468:

468. In December, staff prepared to address wide-ranging concerns raised by the Sacklers. Kathe and Mortimer Sackler wanted staff to break out productivity data by indication versus prescriber specialty for each drug. Richard Sackler sought details on how staff was calculating 2016 mg/tablet trends. Jonathan Sackler sought a follow-up briefing on how public health efforts to prevent opioid addiction would affect OxyContin sales.

proposed to the Sacklers that the #1 overall priority for 2016 would be to sell OxyContin through "disproportionate focus on key customers." They told the Sacklers that sales reps would also target prescribers with the lowest levels of training, physician's assistants and nurse practitioners, because they were "the only growing segment" in the opioid market.⁵⁶⁵ Purdue executives expected that, each quarter, the sales reps would visit prescribers more than 200,000 times and would get 40,000 new patients onto Purdue opioids.⁵⁶⁶

If prepared to address wide-ranging concerns raised by the Sacklers, staff wanted to break out productivity data by indication versus prescriber specialty for each drug. Richard Sackler sought details on how staff was calculating 2016 mg/tablet trends. Jonathan Sackler sought a follow-up briefing on how public health efforts to prevent opioid addiction would affect OxyContin sales.⁵⁶⁷ Additionally, the Sacklers were invited to a "Beneficiaries Meeting" where staff would brief Sackler family members about the company's efforts to sell

⁵⁶⁵ 2015-11 budget for 2016, slides 24, 26, 49, PPLPC011000069975, -69977, -70000.
⁵⁶⁶ 2015-11-03 email from Zach Perlman, Executive Committee materials, slide 56, PPLPC011000065030.
⁵⁶⁷ 2015-12-09 email from Zach Perlman, PPLPC011000073228 attaching Executive Committee presentation, slides 12-13, PPLPC011000073230.
⁵⁶⁸ 2015-10-28 email from Stuart Baker, PPLPC011000063897; see also November 2013 Beneficiaries Meeting, PPLP004410325.

2015 Request For Briefing On Market Impact Of CDC Guidelines

Budget action items (2/5)

December followup

Request	Who requested
Follow up briefing on OxyContin market impact of CDC guidelines	J. Sackler

- Purdue distributed the CDC Guidelines to more than 150,000 health care providers



Executive Committee

December 10, 2015

