

Allegation: Staff Told Richard Sales Reps Pushed Opioids On Elderly For Arthritis

Massachusetts AG FAC ¶376:

376. A few days later, staff sent Richard Sackler an assessment of recently-improved opioid sales. Staff told Richard that the increase in prescriptions was caused by tactics that Purdue taught sales reps: pushing opioids for elderly patients with arthritis (“proper patient selection”) and encouraging doctors to use higher doses of opioids (“quick titration”). In the coming months, Purdue would study, document, and expand the use of higher doses to increase sales — a tactic that helped to kill people in Massachusetts.

ment of sales: “Anything you can do to reduce the direct contact of
ation is appreciated.”⁴⁰⁰ A week later, Richard wrote to sales
timize them for U.S. sales being “among the worst” in the world.⁴⁰¹
o, staff sent the Sacklers a revised 2012 budget that cut the proposed
om \$472,500,000 to \$418,200,000.⁴⁰²
aturday morning, Richard Sackler wrote to marketing staff, demanding
nded release pain medications for the past twelve years and an
Monday night.⁴⁰³ Gasdia and Stewart stood by helpless, writing: “Do let
⁴⁰⁴ Later that month, staff created for Richard a historical summary of
OxyContin sales. Eleven of the key events in sales history were changes
sales force — all known to Richard because the Sacklers had ordered
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Richard that the increase in prescriptions was caused by tactics that
pushing opioids for elderly patients with arthritis (“proper patient
ing doctors to use higher doses of opioids (“quick titration”).⁴⁰⁶ In the
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Sackler wrote that he was not satisfied with a report on sales and

⁴⁰⁰ 2012-02-07 email from Russell Gasdia, PPLPC012000368569.
⁴⁰¹ 2012-02-10 email from Richard Sackler, PPLPC012000368833.
⁴⁰² 2012-03-05 email from Edward Mahoney, PPLPC012000368627.
⁴⁰³ 2012-03-17 email from Richard Sackler, PPLPC012000369328.
⁴⁰⁴ 2012-03-18 email from Russell Gasdia, PPLPC012000369328.
⁴⁰⁵ 2012-03-28 presentation, PPLPC012000371055.
⁴⁰⁶ 2012-03-28 email from David Rosen, PPLPC012000371301.

2012 Email Concerns Butrans, Does Not Mention Elderly Or Arthritis

Hi, Dr. Richard. Attached are the latest weekly graphs for Butrans. My suggestion is to pay particular attention to the detailed weekly share graph where it seems we have broken through the flat trend. My guess is **the breakthrough here is related to the messages coming out of the district meetings and our renewed discussion around proper patient selection, supplemental analgesia and quick quick titration as appropriate from the FPI.** It's too early to see specifically in the data if that is the case, but as we learn more, I'll keep you posted.

- Butrans, not OxyContin
- 2012 email does not mention the elderly or arthritis
- Titration must be per the FDA-approved label ("FPI")
- OIG confirmed compliance for this period

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Thanks,
David

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PPLPC012000371301