

Allegation: "This Is Bad"

Massachusetts AG FAC ¶198:

198. The Sacklers' directions shot through the company with dangerous force. When the Sacklers berated sales managers, the managers turned around and fired straight at reps in the field. When **Richard Sackler** wrote to managers, "This is bad," to criticize the sales of Purdue's Butrans opioid, the managers in turn drafted a warning for employees: ...

- Butrans, not OxyContin
- 2012 email concerning sales, not marketing
- **OIG confirmed compliance for this period**

their deceptive sales campaign to make more money from more patients on more dangerous doses of opioids.

Product From The 2007 Judgement Until Today

ment to 2018, the Sackler controlled Purdue's deceptive sales any to hire hundreds more sales reps to visit doctors and that sales reps repeatedly visit the most prolific prescribers. ctors to prescribe more of the highest doses of opioids. They ents on opioids longer and then ordered staff to use them. ut doctors suspected of misconduct, how much money Purdue em Purdue had reported to the authorities. They sometimes else in the entire company, so staff had to create special der even went into the field to promote opioids to doctors and management was so intrusive that staff begged for relief. The y the CEO:

"Anything you can do to reduce the direct contact of Richard into the organization is appreciated."⁴⁴

198. The Sacklers' directions shot through the company with dangerous force. When the Sacklers berated sales managers, the managers turned around and fired straight at reps in the field. When **Richard Sackler** wrote to managers, "This is bad,"⁴⁵ to criticize the sales of Purdue's Butrans opioid, the managers in turn drafted a warning for employees:

⁴⁴ 2012-02-07 email from Russell Gasdia, PPLPC012000368569.
⁴⁵ 2012-02-07 email from Richard Sackler, PPLPC012000368430.