

# Allegation: Richard Pushed To Sell Highest Doses

## Massachusetts AG FAC ¶232:

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, Richard sent Gasdia yet another set of instructions, directing him to identify tactics for “exceeding 2007 Rx numbers on an adjusted basis (adjusted for strength and average number of tablets per Rx).”** The very next day, Gasdia was writing up plans for how adding sales reps, opioid savings cards, and promoting more intermediate doses of OxyContin could help increase sales.

“John, I know it is Sunday, but Dr. Richard has to back off  
ing people in all directions, creating a lot of  
ing pressure and stress. I will draft a  
realistic in his expectations and it is very  
understand.”<sup>145</sup>  
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adjusted basis (adjusted for strength and average number of  
Gasdia was writing up plans for how adding sales reps,  
more intermediate doses of OxyContin could help increase  
ed through on his weekend threat that he would have the  
later, Richard circulated his own sales analysis to the  
as high in the Board agenda,” and proposed that he and  
e annual plan as well as the 5-year plan for Purdue’s  
than, Kathie, and Mortimer Sackler were also pushing staff  
cklers that they would use opioid savings cards to meet the  
is at the same level in 2008 as in 2007, “in spite of all the  
staff identify the “pressures” and provide “quantification of  
22.”<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, PPLPC012000174465.  
<sup>149</sup> 2008-03-09 email from Edward Maloney, PPLPC012000175155-156.  
<sup>150</sup> 2008-03-11 email from Kathie Sackler, PPLPC012000175155.

# 2008 Email Concerns Higher Sales, Not Higher Doses

**From:** Sackler, Dr Richard

**To:** Stewart, John H. (US); Gasdia, Russell

**Cc:** sdb; Rosen, David; edm; Sackler, Dr Kathe; Sackler, Dr Richard; Sackler, Jonathan; Sackler, Mortimer JR

**Sent:** Sat Mar 08 17:12:45 2008

**Subject:** Card program

I would suggest that based upon Russ' description of the McKesson program that would replace the existing program, we **limit the presentation on this part of the agenda to the budget** that you want to be in principle be allocated to extending a program. This will **shorten the presentation to a simple set of slides showing budget and + Rx's above the existing provisional plan**. Please give these Rx's on an adjusted or KG basis. Ed and David Rosen can help here.

Please **identify this as a means to reach for the increasing trajectory of Rx's and exceeding 2007 Rx numbers on an adjusted basis (adjusted for strength and average number of tablets per Rx)**.

**Please indicate your agreement or disagreement with this proposal.**

- **2008 email urges higher sales, not higher doses**
- **OIG confirmed compliance for 2008**

strengths as well. Kadian is growing and continues to be heavily promoted. Bata Endo and Alpharma have been active for some time.

Cardinal not an additional step will be a good one, but we will have a good one out and we will identify programs to increase the likelihood of achieving one more program. DayCare is a new one and pay for the effort.

ed it few days to get a schedule and assess the McKesson program. It will not be done over the weekend.

1.

Original Message ---

From: Sackler, Dr Richard

Sent: 03/08/08 17:12:45; To: Gasdia, Russell

Cc: Sackler, Dr Kathe; Sackler, Dr Richard; Sackler, Jonathan; Sackler, Mortimer JR

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41-0014-CONFIDENTIAL

3/8/08 Email from R. Sackler (PPLPC012000175155, -157)