

Allegation: Demands To Get Patients On Higher Doses, For Longer Times

Massachusetts AG FAC ¶240:

240. On April 18, the Sacklers voted to increase the 2008 budget for Sales and Promotion to \$155,802,000. Then, Richard Sackler sent Sales VP Russell Gasdia a series of questions about Purdue's efforts to get patients to take higher doses and stay on opioids for longer times. Richard wanted to know: how many Purdue patients had insurance that would let them take unlimited quantities of Purdue opioids; how many patients were limited to 60 tablets per month; and how many patients had any limit on the number of tablets or dose or number of tablets per day. He demanded that sales staff be assigned to answer his questions "by tomorrow morning." When the sales staff pleaded for a few more hours to collect the data, Richard agreed to give them until the end of the day.

nger patients, staff reported to the Sacklers that
s highest doses provided \$23,964,122 per year, or 2.8% of
prescription data on over 500,000 individual prescribers
confirm that Massachusetts constituted approximately
\$, 2007, the Sacklers paid their family approximately
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sacklers more ideas about ways to promote Purdue's
sacklers' own plan, which Richard had written out as CEO:
drugs by stigmatizing people who become addicted.

"KEY MESSAGES THAT WORK" included this dangerous lie: "It's not addiction, it's abuse."

¹⁵⁹ 2016-04-13 Q1 2016 Commercial Update, slide 74, PPLPC016000286167.
¹⁶⁰ Purdue Drug Units Dispensed by HCP, Product, and Strength, PWG0039984518-45.
¹⁶¹ 2.8% of \$4,000,000,000 is \$112,000,000.
¹⁶² 2008-04-18 Board minutes, PKY1832126344-37.
¹⁶³ 2008-04-22 email from Richard Sackler, PPLPC012000179497.
¹⁶⁴ 2008-04-22 email from Richard Sackler, PPLPC012000179679.

2008 Email: Insurance Questions

From: Sackler, Dr Richard

Sent: Tuesday, April 22, 2008 11:51 AM

To: Gasdia, Russell; Innaurato, Mike

Subject: Covered lives

Importance: High

What is the status of covered lives now with OxyContin?

Of these, how many are:

1. limited to 60 tablets/month of any strength
2. limited to number of tablets/dose
3. limited to number of tablets/day

please assign to get me this information by tomorrow morning.

Sackler, Dr Richard (DR)
Gasdia, Russell
To: 4220756 <4220756@...>
Re: Covered lives
Agency requested an update
Right Message ---
Sackler, Dr Richard
Mike, Russell, Innaurato, Mike
Thu Apr 24 11:51:19 2008
Re: Covered lives
Is the status of covered lives now with OxyContin?
Yes, for the first 30:
limited to 60 tablets/month of any strength
limited to number of tablets/dose
limited to number of tablets/day
Please get to get me this information by tomorrow morning.

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PPLPC012000179497

- No promotion of higher doses
- Email asks about insurance limitations on the number of tablets per month covered
- OIG confirmed compliance for 2008

4/22/08 Email from R. Sackler (PPLPC012000179497)