

Allegation: Demands To “Boost” Sales

Massachusetts AG FAC ¶260:

260. In July, staff told the Sacklers that Purdue employed 429 sales reps. Richard Sackler told staff that he was not satisfied with OxyContin sales and demanded a plan to “boost” them. He asked for the topic to be added to the agenda for the Board.

Sacklers that Purdue employed 429 sales reps.¹⁹² Richard Sackler told staff that he was not satisfied with OxyContin sales and demanded a plan to “boost” them. He asked for the topic to be added to the agenda for the Board.¹⁹³

Sackler convened a meeting of Board members and staff to discuss the decline in sales. Sackler is doing and planning to do to reverse the decline in sales. Sackler sized that \$200,000,000 in profit was at stake.¹⁹⁴ At the time, the 80mg OxyContin pill was far-and-away Purdue's best selling product. The 80mg OxyContin pill was more than 10 times more kilograms of active ingredient in the 80mg dose than the 40mg dose (literally a ton of oxycodone).¹⁹⁵

Sacklers about their newest OxyContin sales campaign, the “Options” campaign set the pattern that Purdue would follow for the rest of the year. The campaign set the pattern that Purdue would follow for the rest of the year. To make it easy for sales reps to sell more pills, the campaign materials emphasized the “range of tablet strengths,” and said: “You can adjust your patient's dose every 1 to 2 days.”

Staff told the Sacklers that they would advertise the *Options* campaign in medical journals reaching 245,000 doctors.¹⁹⁷

¹⁹² 2009-07-30 Board report, pg. 19, PPLPC012000233249.

¹⁹³ 2009-07-29 email from Richard Sackler, PPLPC012000232016.

¹⁹⁴ 2009-08-12 email from Richard Sackler, PPLPC012000234970-971; see also 2009-08-10 email from John Stewart, PPLPC012000234801 (“Richard has asked me about this at least 5 times over the past few weeks”).

¹⁹⁵ 2009-08-19 Board slides, slide 7, PPLPC012000235543.

¹⁹⁶ 2009-08-12 email from Russell Gaudin, PPLPC012000235039.

¹⁹⁷ 2009-08-19 Board slides, slides 12, 16, PPLPC012000235543; *Options* marketing materials, PMA000189015.

2009 Emails: No Demands To “Boost” Sales

From: Sackler, Dr Richard

Sent: Wednesday, October 07, 2009 8:21 AM

To: Stewart, John H. (US)

Subject: RE: Oxycodone-ER Stocking Report for Week Ending August 28, 2009

John,

Are we continuing to make progress with OER and OxyContin® tablets?

- Email asks about progress with sales
- No reference to boosting sales
- OIG confirmed compliance for 2009

Sackler, Dr Richard
Thursday, October 08, 2009 8:54 AM
Gandia, Russell
RE: Oxycodone-ER Stocking Report for Week Ending August 28, 2009

be provided?

Sackler, M.D.
??
05 cell
05 home

Russell
y, October 08, 2009 8:42 AM
Dr Richard
John H. (US)
Oxycodone-ER Stocking Report for Week Ending August 28,

in the monthly reports that will be provided

From: Sackler, Dr Richard
Sent: Thursday, October 08, 2009 8:35 AM
To: Gandia, Russell
Subject: RE: Oxycodone-ER Stocking Report for Week Ending August 28, 2009

I'd like to see the reports of the comparative position of oxycodone ER over time.
These spot reports don't really inform me adequately.

Richard S. Sackler, M.D.

From: Gandia, Russell
Sent: Wednesday, October 07, 2009 10:16 PM
To: Stewart, John H. (US); Sackler, Dr Richard
Subject: RE: Oxycodone-ER Stocking Report for Week Ending August 28,

HIGHLY CONFIDENTIAL

P4571328

HIGHLY CONFIDENTIAL—ACCESS RESTRICTED BY COURT ORDER
IN COMMONWEALTH OF KENTUCKY, EX REL. JACK CONWAY, ATTORNEY GENERAL, v. PURDUE PHARMA L.P., ET AL.,
CIVIL ACTION NO. 07-CI-01303 (PIKE COUNTY CIRCUIT COURT)

10/8/09 Email from R. Sackler (PDD9316309168)

2009 Emails: No Demands To “Boost” Sales

From: Sackler, Dr Richard

Sent: Thursday, October 08, 2009 8:35 AM

To: Gasdia, Russell

Subject: RE: Oxycodone-ER Stocking Report for Week Ending August 28, 2009

I'd like to see the reports of the comparative position of oxycodone ER over time. **These spot reports don't really inform me adequately.**

From: Gasdia, Russell

Sent: Thursday, October 08, 2009 8:42 AM

To: Sackler, Dr Richard

Cc: Stewart, John H. (US)

Subject: RE: Oxycodone-ER Stocking Report for Week Ending August 28, 2009

That will be in the monthly reports that will be provided

- Appropriate request for adequate information
- **OIG confirmed compliance for 2009**

Sackler, Dr Richard
Thursday, October 08, 2009 8:54 AM
Gasdia, Russell
RE: Oxycodone-ER Stocking Report for Week Ending August 28, 2009

be provided?

Sackler, M.D.
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M
M

Russell
ay, October 08, 2009 8:42 AM
Dr Richard
John H. (US)
Oxycodone-ER Stocking Report for Week Ending August 28,

That will be in the monthly reports that will be provided

Sackler, Dr Richard
ay, October 08, 2009 8:35 AM
Russell
Oxycodone-ER Stocking Report for Week Ending August 28,

see the reports of the comparative position of oxycodone ER over time.
spot reports don't really inform me adequately.

Sackler, M.D.
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M

Russell
ay, October 07, 2009 10:16 PM
John H. (US) Sackler, Dr Richard
Oxycodone-ER Stocking Report for Week Ending August 28,

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P4571328

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CIVIL ACTION NO. 07-CI-01303 (PIKE COUNTY CIRCUIT COURT)

PDD9316309168

10/8/09 Emails w/R. Sackler (PDD9316309168)