

Allegation: Request For Savings Card Details

Massachusetts AG FAC ¶219:

219. The Sacklers wanted more details on tactics for pushing sales. **Richard Sackler** wrote to Russell Gasdia, Vice President of Sales and Marketing (hereinafter “Sales VP”), **demanding information about Purdue’s opioid savings cards. Richard asked Gasdia how long the opioid savings cards lasted, how much savings they offered a patient, and whether there had been any changes since he had last been briefed on the opioid savings card scheme. Richard sent Gasdia a detailed hypothetical scenario to make sure he understood the sales tactic down to the smallest details.** Staff followed up with a presentation about opioid savings cards to the Sacklers at the next Board meeting.

❖ 2008 ❖ ❖ ❖

id the Sacklers that Purdue still employed 304 sales reps promoting higher doses of opioids: “OxyContin 80mg. rs that, in 2007, Purdue’s net sales were just over \$1 any had planned. OxyContin was more than 90% of

s that Purdue received 689 Reports of Concern about in Q4 2007, and they conducted only 21 field inquiries ckers that they received 83 tips to Purdue’s compliance E not report any of them to the authorities.”¹²⁰

s that they promoted Purdue opioids at the *Pharma Pain Program* in Boston on November 1 and at and policies in Boston on October 31.¹²¹

e details on tactics for pushing sales. **Richard Sackler** of Sales and Marketing (hereinafter “Sales VP”), **oid savings cards. Richard asked Gasdia how long h savings they offered a patient, and whether there had briefed on the opioid savings card scheme. Richard sent e make sure he understood the sales tactic down to the**

¹¹⁸ 2008-01-15 Board report, pgs. 4, 22, 24, PDD8801733977, -995, -997.

¹¹⁹ 2008-01-15 Board report, pg. 16, 24, PDD88001733989, -997.

¹²⁰ 2008-01-15 Board report, pg. 16, PDD8501733989.

2008 Email Seeks Clarification Due To Typo

From: Sackler, Dr Richard

To: Gasdia, Russell

Sent: Wed Jan 30 18:25:10 2008

Subject: RE: Teva looks to be done

... **I don't get the \$500?** If the Rx is \$1000 and the patient is obligated to pay 30% of that, the card handles 30% of 1000 or \$300-\$10? That seems to be a very serious obligation.

To: Sackler, Dr Richard

From: Gasdia, Russell

Sent: Thur 1/31/2008 8:28:39 AM

Subject: Re: Teva looks to be done

My fault. It was a typo. It is 50 not 500. You have it right at 50 above the first 10. They are good for up to 5 Rxs.

Sorry for the confusion

7/28/2007 11:55 AM
Hi, Edm
Send me the excel spread sheets for the preview
?

7/28/2007 11:51 AM
Send me the excel spread sheets for the preview

I don't know why I got the tables as pictures rather than embedded spread sheets, but I want to do some calculations and can't do it on what you sent.

Sackler, M.D.
77 O
86 H
05 C
0

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PPLPC012000159169

1/30/08 Emails from R. Sackler (PPLPC012000168321)

- Email seeks clarification of typo in prior email
- **OIG confirmed compliance for 2008**