

Allegation: February 2001 Reaction To Reports of Death

Massachusetts AG FAC ¶182:

182. The next month, a federal prosecutor reported 59 deaths from OxyContin in a single state. The Sacklers knew that the reports underestimated the destruction. Richard Sackler wrote to Purdue executives: “This is not too bad. It could have been far worse.”

promotional videos with that same false claim:

“There’s no question that our best, strongest pain medicines are the opioids. But these are the same drugs that have a reputation for causing addiction and other terrible things. Now, in fact, the rate of addiction amongst pain patients who are treated by doctors is much less than one percent. They don’t wear out, they go on working, they do not have serious medical side effects.”⁷³

We were directed to lie. Why mince words about it?

g. They saw that potential for billions of dollars and

re warned that a reporter was “sniffing about the

family put the threat on the agenda for the next Board

. They planned a response that “deflects attention away

Sackler received a plea for help from a Purdue sales

a community meeting at a local high school, organized

by mothers whose children overdosed on OxyContin and died. “Statements were made that

OxyContin sales were at the expense of dead children and the only difference between heroin

and OxyContin is that you can get OxyContin from a doctor.”⁷⁷

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⁷³ “I Got My Life Back” video, transcript, PDD9521403504.

⁷⁴ 2017-10-16, Christopher Glazek, “The Secretive Family Making Billions From The Opioid Crisis,” *Esquire Magazine* (quoting Purdue sales representative Shelby Sherman).

⁷⁵ 2000-11-19 email from Michael Friedman, PDD1706196247.

⁷⁶ 2000-12-01 email from Mortimer D. Sackler, PDD1706196246. Defendant Mortimer Sackler’s father, the late Mortimer D. Sackler, was also involved in Purdue Pharma during his lifetime.

⁷⁷ 2001-01-26 email from Joseph Coggins, #171855.1.

⁷⁸ 2001-02-08 email from Mortimer Sackler, PDD80801151727.

Cited Email Reacts To Lengthy *New York Times* Article

- The allegation distorts the email
- Negative *New York Times* article expected
- Not as negative as expected
- It included the response of Purdue's medical director

From: Sackler, Dr Richard

Sent: Thursday, February 08, 2001 9:59 PM

To: Hogen, Robin; Haddox, Dr. J. David; mxhf; hru

Cc: pdg; eda; edm

Subject: FW: NYTimes.com Article: Cancer Painkillers Are Being Abused

This is not too bad. It could have been far worse.
Thanks for all the support.

Richard S. Sackler, M.D.
President, Purdue Pharma, L.P.
Laptop 2000 machine
One Stamford Forum
Stamford, CT 06901
Telephone
Internet
Intranet Located in Connecticut

2/8/01 Email from R. Sackler
(PPLPC045000004037)

-----Original Message-----

From: msackler@mc.net