

How to: Opioid Files

EZ RE

THE WASHINGTON POST · SUNDAY

As diversion cases languished, the opioid death toll rose

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Background

- The Post's work began in 2016 into opioids and it culminated shortly after I joined in the summer of 2019
- Through legal action, our paper and the Charleston Gazette-Mail in West Virginia had obtained the industry database ARCOS and a trove of documents
- I was tasked with digging into these records, and I reported on:
 - the drug industry's efforts to lobby for a law that weakened one of the government's most powerful drug enforcement tools
 - the drug industry's aggressive marketing practices to ramp up the sale of opioids
 - Walgreens' domination of the nation's retail opioid market

Given the intensity and impact of the Drug Enforcement Administration's (DEA) recent actions, and the concerns expressed by HDMA's Executive Committee last week, HDMA recommends developing a comprehensive DEA strategy.

❖ Does this present an opportunity for HDMA to proactively push its message of misdirected DEA enforcement with national media?

The DEA has alleged that Walgreens suspicious order monitoring program for controlled substances is inadequate and has taken aggressive enforcement actions against 3 Florida pharmacies and the Jupiter Distribution Center. In addition to the actions against their registrations, DEA is demanding civil penalties, potentially totaling hundreds of millions of dollars. The DEA has confirmed that additional regulatory actions are pending against other Walgreen facilities, due to the issues uncovered in their current investigation.

In response, the Company has enhanced its suspicious order monitoring program for controlled substances in an effort to convince DEA that the proposed penalty is excessive and that our new processes will ensure that similar incidents do not recur.

It's so successful!

Now, you're probably wondering what else can be done to sell even more OxyContin.

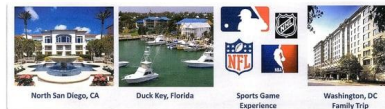
I'm talking about beyond the vis aids, file cards and ads that you see, there are also some things we're cooking up for the coming year to help you and OxyContin and the whole pain market as well. We have several public relations initiatives you may be interested in which are designed to do the following:

- Raise awareness of undertreated pain
- Promote proper pain management
- Make the whole pie bigger, not only for us but for our competition as well
- Solidify Purdue as the market leader

For example, we are working with a leading PR firm in New York City (slide) to conduct a national patient-based survey on the impact of pain. They are also helping us to raise awareness of the undertreatment of pain in this country and the fact that effective pain control is available.

ELITE PRIZE LEVEL

2010 INCENTIVE
COMPENSATION &
RECOGNITION PLAN



PiCANA Plan

Prize Option valued = \$5,000
Cash Option = \$5,000 (before Taxes)

FAST
NOW

Checklist

- Is this new?
- How does it move the story forward?
- What can we learn from this record?
- When was this record created? (Or rather when in the span of the opioid epidemic?)
- Who are the relevant characters?
- What were these characters doing and saying at the time?
- What kind of language are they using? How does it change?
- Where are these characters now?

Inside the sales machine of the 'kingpin' of opioid makers

A cache of more than 1.4 million newly released records exposes the inner workings of the nation's largest opioid manufacturer.



From left, Mallinckrodt national sales director Victor Boretti, CEO and President Mark C. Trudeau, compliance manager Karen Harper. (Opioid Industry Document Archive); (Stock, Maria Alconada Brooks/The Washington Post)

Why should our readers care?

These doctors were among 239 medical professionals ranked by Mallinckrodt Pharmaceuticals as its top prescribers of opioids during the height of the pain pill epidemic, in 2013. That year, more than 14,000 Americans died of prescription opioid overdoses.

More than a quarter of those prescribers — 65 — were later convicted of crimes related to their medical practices, had their medical licenses suspended or revoked, or paid state or federal fines after being accused of wrongdoing, according to a Washington Post analysis of previously confidential Mallinckrodt documents and emails, along with criminal and civil background checks of the doctors. Between April and September of that year, Mallinckrodt's sales representatives contacted those 239 prescribers more than 7,000 times.

Market Decile / Market TRx / Our Product TRx

Rank	Physician (ID) [Calls]	Tier	EXALGO	SUMAVEL	PENNSAID	DUEXIS
1	Somerville, Judson (ID 0820901) [7]	EN	8/307/36		8/39/14	1/26/0
2	Zamora-Guezada, Jorge (ID 1326416) [12]	EN	0/0/0		10/826/8	10/597/15
3	Rodriguez, Encarnacion (ID 1156461) [24]	EN	7/112/26		10/74/15	10/608/2
4	Garcia, Ervin (ID 1990961) [9]	EN	1/0/0		10/448/7	10/771/0
5	Anderson, C (ID 0820388) [7]	ESN	0/0/0	7/427/0	8/53/0	10/1,881/1
6	Vergel De Dios, Roderick (ID 1624155) [17]	ESP	5/53/0	1/248/0	9/88/10	
7	Chowdhury, Tajul (ID 0493007) [12]	EN	8/161/0		10/163/9	7/180/0
8	Havener, Steven (ID 1574385) [3]	ESN	2/0/0	7/295/0	5/8/0	3/64/0
9	Munnery, Eugene (ID 0041599) [15]	ESN	4/34/0	3/32/0	10/92/17	9/298/7
10	Sued, Jaime (ID 1908198) [4]	ESN	8/136/5	3/0/0	8/50/0	5/69/0
11	Jones, Audrey (ID 0860865) [10]	ESN	1/0/0	2/246/0	8/14/0	8/113/21
12	Yazji, Morzer (ID 1860735) [2]	ESP	2/0/0	7/358/0	5/6/0	
13	Toro-De Zarei, Bricia (ID 1923706) [8]	EN	0/0/0		10/188/3	6/167/0
14	Aguilar, Nick (ID 1879245) [1]	ESN	1/0/0	5/176/2	4/5/0	3/97/0
15	Blanco, Alex (ID 1988411) [10]	ESP	5/5/4	0/199/0	4/3/1	
16	Lopez, Noel (ID 0820864) [19]	ESP	4/5/0	6/213/0	8/19/8	
17	Soles, Miguel (ID 2563520) [9]	EN	0/0/0		10/146/6	7/79/0
18	Coimbra, Maria (ID 2463090) [2]	ESN	1/0/0	5/267/0	4/9/0	4/227/0
19	Williams, Lillian (ID 4386706) [20]	EN	0/0/0		10/129/7	8/150/0
20	Guevara, Jorge (ID 1364429) [9]	ESN	0/0/0	3/208/0	8/40/0	5/366/0
21	Cantu, Dennis (ID 0081895) [8]	ESN	1/0/0	0/287/0	4/10/0	4/43/0
22	Zuniga-Goldwater, Adonis (ID 1745416) [9]	ESN	0/0/0	4/90/1	9/49/11	7/164/0
23	Kalaf, Nelson (ID 1670468) [13]	ESN	1/0/0	1/40/5	7/19/3	8/213/0
24	Pera, Francisco (ID 0221200) [3]	ESN	2/6/0	1/168/0	8/25/0	8/376/0
25	Griego, Enrique (ID 1859278) [4]	EN	0/0/0		9/98/2	9/573/0
26	Arango, Luis (ID 0092950) [5]	P			10/118/0	
27	Castrillon, Augusto (ID 1888215) [14]	ESN	0/0/0	1/20/0	9/87/0	
28	Rueda-Rojas, Jaime (ID 0475115) [17]	EN	2/0/0		10/73/12	
29	Factoros, Ronaldo (ID 1882401) [11]	ESN	0/0/0	6/137/0	7/24/1	
30	Lopez, Alfredo (ID 1834667) [8]	ESN	3/11/0	3/97/0	9/79/0	
31	Puig, John (ID 2141793) [7]	EN	0/0/0		10/99/4	
32	Peralo-Vargas, Pedro (ID 2311297) [7]	ESN	3/10/0	1/125/0	6/42/0	
33	Odonnell, Brian (ID 2141711) [3]	ESN	0/0/0	4/189/0	3/0/0	
34	Slain, Dennis (ID 0786970) [9]	EN	7/127/0		2/90/0	
35	Garza, Alison (ID 0821915) [4]	ESN	0/0/0	0/165/0	4/15/0	
36	Bossolo Flores, Jose (ID 1832420) [15]	EN	0/0/0		9/56/11	
37	Sanchez, Manuel (ID 0104332) [4]	ESN	0/0/0	5/81/0	9/78/0	
38	Fuentes, Alejandro (ID 0463042) [1]	ESN	0/0/0	4/165/0	6/4/0	
39	Ochoa, Alfonso (ID 0489026) [1]	ESP	0/0/0	5/162/0	7/12/0	
40	Marquez, Raul (ID 0717614) [11]	EN	0/0/0		10/48/5	
41	Quisico, Sarrichie (ID 1566773) [14]	EN	5/60/0		8/95/2	

Market Dec

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Message

From: Lum, Alice M [Alice.Lum@Covidien.com]
Sent: 3/9/2012 7:36:55 PM
To: Meyer, Jay E [Jay.E.Meyer@covidien.com]
Subject: RE: ACTION REQUIRED - Exalgo update - needed by next Thursday am

I'm still laughing from your comments below...my stomach hurts

From: Meyer, Jay E
Sent: Friday, March 09, 2012 9:06 AM
To: Becker, Kevin; Gooch, Dennis M; Kellens, William R; Lum, Alice M; McClure, Larry R; McDaniel, Neal O
Subject: ACTION REQUIRED - Exalgo update - needed by next Thursday am
Importance: High

Central,

One of the many perks that comes with being in last is the extra scrutiny. I will be in the home office next week, and, as part of my initial meeting with Ron on regional performance, I have to get in front of this 90% QTD attainment wrecking ball that is Exalgo.

What I need is a simple update, by territory and by district total, of Exalgo performance. Specifically, I would like QTD attainment, QTD actual sales, market share against Opana, and a minimum of 5 bullet points as to what is going on. Also include any specific areas that you are working with the rep on.

Jay Meyer, 30000, Cincinnati
QTD Watrx - 45
QTD % - 52%
Exalgo/Opana market share - 9.3%

- * Dr Crookass, number 1 prescriber, lost his license in December
- * In Bumfook, Ohio, all Rx's go to McGowan Family Pharmacy, and we struggle to track scripts
- * Jay does not have the best clinical skills or work ethic. I am monitoring this and may CAP
- * We have increased the frequency with the top 10 potential, and are monitoring progress monthly via email
- * Dr Screwsus, number 3 writer has moved out of territory
- * Blue Cross began a 4 step edit on January 1.

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For audio:

<https://www.washingtonpost.com/investigations/interactive/2022/mallinckrodt-documents-doctors-sales/>