

MDL TRACK ONE SEARCH TERMS

(SAO or “short acting opioid” or LAO or “long acting opioid” or ROO or “rapid onset opioid” or “ER-LA” or “ER/LA” or “extended release, long acting” or (Oxy* w/5 30) or *Contin or Dilaud* or Delaud* or Butran* or Hysing* or Hising* or Targin* or (morphine w/2 sulfate) or codeine or hydromorph* or bupren* or *codone or Kadian or Kadean or Norco or Actiq or Fentora or fentan* or fentin* or durages* or Nucynta or nucinta or nusynta or Nucynta or tapent* or opana* or perco* or perca* or subsys or subsis or exalg* or roxico* or roxeco* or Xartem* or Xartim* or methadose or methadone or naltrex* or opioid* or opiate* or magnacet)

w/50¹ of any of the search queries below:

1. jama OR nejm or “journal of the american medical association” or “new england journal of medicine”
2. Krebs or Kolodny or Lembke or Dreamland
3. Gravely OR (Jane w/2 Porter) OR (Hershel w/2 Jick)
4. (neonatal OR infant* OR newborn* OR bab*) w/3 (withdrawal)
5. “black market” or illegal or dealer or stolen or theft or “false prescription” or “fake prescription”
6. “Disease Control” OR “CDC” or epidemic OR crisis OR catastrophe OR “public safety” OR “public health” or advisory
7. death* OR dying OR dead OR dies OR mortalit* OR fatal* OR toxic* OR coma or kill* OR (life w/3 threat*) or overdos* or OD
8. addict* OR hook* OR junk* OR dope* OR doping OR abus* OR kick* OR habit* OR overus* OR deter* OR “ADF” OR “ADT”
9. “ER visit*” OR hospital* OR rehab* OR detox OR intervention* OR emergency OR clinic
10. recreational OR illicit OR illegal OR heroin OR herin OR herion or opium
11. NDS or “Pharmaceutical Data Services” OR PDS or “PRA Health” or SDI or “Source Healthcare” or “Wolters Kluwer”
12. Bllshit or bullshit or “bull shit” or corrupt or “cover up” or crap* or cya or dammit or damn or “deep shit” or “f—k” or “f-ed” or “f-uck” or fcuk or “fu k” or fu*k or fuck* or garbage or “gray area” or “grey area” or “hit the fan” or “red flag” or s—t or s-hit or “sh t” or shit* or “time bomb” or toxic or “wtf” or (whiskey w/2 tango w/2 foxtrot) or OMG or “O.M.G.”
13. ((DOJ or justice or DEA or Florida) w/5 settlement) or ((Hobart w/25 (diver* or fail* or violat* or audit* or DEA or investing*))
14. “South Florida Pain” or George w/in 2 of (Jeff* OR Chris*) or “American Pain” or “Executive Pain” or “Hallandale Pain” or “East Coast Pain”
15. C.A.R.E.S or (CARES w/2 Alliance) or “Collaborating and Acting Responsibly to Ensure Safety” or (Charles w/2 Argoff) or (Bradley w/2 Galer) or “Defeat Chronic Pain Now” or (Defeat w/2 Chronic)
16. “adverse event*” or “adv event” or AERS or FAERS OR PV OR Pharmacovig*
17. Arclight or IMS or IQVIA or Quintiles* or Scriptline* or Verispan* or Medscape
18. “blue highway” or “oxy express” or migrat*

¹ Except where otherwise noted.

19. chew* OR inject* OR insufflat* OR snort* OR grind* OR ground OR illicit OR cook* OR dissolv* OR crush* OR break* OR inhal* OR heat* OR soak* OR manipul* OR shoot* OR intraven* OR “IV” OR “route of administration” or tamper*
20. w/50 interstate
21. bonus* OR compensat* OR lie* OR lying OR Liar* OR jail OR (lock* w/2 up) OR prison
22. w/25 convict* OR liabilit* OR liabl* OR sue* OR violat* OR kill* OR wrong* OR victim* OR idiot* OR fine* OR punish* OR penal* OR license* OR DOJ OR plea* OR judgment* OR feds OR “attorney* general*” OR subpoena
23. Whistle*blower OR hid* OR hiding* OR secret OR “cover up” OR conceal* OR scam* OR “witch hunt” OR crime* OR criminal* OR uncomfortabl* OR fault OR misgiving* OR worrie* OR worry OR trouble* OR problem*
24. Hyperalgesia
25. “market share” OR marketshare OR (share w/5 market) OR (leader w/5 market)
26. “return on investment” OR ROI OR budget* OR “business plan” OR strateg* OR payor* OR project* OR (growth w/5 plan)
27. chargeback* OR (volume w/10 (discount* OR rebate*)) OR assistance OR coupon
28. “Law Enforcement Executive Development” OR (FBI w/2 LEEDA)
29. Mitigation OR REMS OR “Risk MAP” or RiskMap or “patient guidelines” or “informed consent” or IRB or “investigator brochure”
30. “dear doctor” OR “dear health*” or “Dear HCP” or PIR or “information response”
31. “prescription* monitor* program*” OR PMP OR PDMP
32. (citizen w/5 petition*)
33. complain* OR (incident w/5 report*)
34. DDMAC OR OPDP or “FDA contact” or “Type B” or “Type C” or “contact record” or “warning letter” or “untitled letter” or “incomplete response” or “complete response” OR label OR “black box”
35. ((DEA or “Drug Enforcement Administration”) w/10 (report* OR notif* OR submit*)) OR Narcs
36. doctor w/5 shop*
37. effective w/2 control*
38. PhRMA w/5 Code
39. warning w/2 letter*
40. congress* or lobby* or senat*
41. investigat*
42. “controlled substances act” OR csa OR “1301”
43. Grassley OR Baucus OR Hatch OR Wyden OR McCaskill
44. ((suspicious w/10 prescrib*) OR (suspicious w/3 order)) OR SOM
45. *[INTENTIONALLY LEFT BLANK]*
46. w/50 effect* OR efficac* or “improved function” OR (level w/5 function)
47. “around the clock” OR ((24 w/2 hour) OR (“twenty four hour” OR “twenty-four hour” OR “twenty four” w/2 hour OR “twenty-four” w/2 hour)
48. “field sales team” OR “sales rep*” OR pamphlet* OR brochure* OR “sales sheet*” OR video OR journal* OR reprint* OR article* OR publication* OR manual*
49. “fifth vital” OR “5th vital”
50. “promotional review committee” OR PRC OR “legal review” OR “medical legal”
51. nonopioid* OR nonopiate* OR (non w/2 (opioid* OR opiate*))

52. w/50 *arthriti* OR rheumat* OR anykylosing OR spondylit* OR spondyloarthri* or fibromyalgia or headache
53. w/50 elderly OR geriatric* OR seniors OR “senior citizens”
54. (exaggerate* w/5 (fear* OR scar* OR terr*))
55. w/50 (inflam* OR “diabetic” OR DM OR DPN OR disc* OR “back pain”)
56. (key w/5 message*) OR (action w/5 plan*)
57. w/25 (marketing OR adverti* OR unbrand* OR brand* OR present* OR conference* OR exhibition* OR (video w/2 conferenc*) OR videoconferenc* OR poster* OR “trade show*” OR “visual aid*” OR handout* OR “hand out*” OR flyer* OR factsheet* OR “fact sheet*” OR “visual aid* OR “leave behind” OR one sheet*)
58. (med* w/2 (necessary OR unnecessary))
59. (mild w/5 pain)
60. mislead* OR deceive* OR misled OR misrep* OR deceiv* OR decept* or omit* or omission* or fraud*
61. nonsteroidal* OR “NSAID*” OR Tylenol OR Advil OR Aleve OR acetaminophen OR ibuprofen OR aspirin OR naproxen
62. (overprescrib* OR overdos* OR (doctor* w/5 shop*) OR alias* OR (drug* w/5 seek*) OR (multi* w/5 prescri*) OR (multi* w/5 physician*) OR (refill* w/5 histor*) OR crime* OR criminal* OR illicit)
63. (prescribe* w/5 guide*)
64. (quality w/2 life)
65. (sciatic* OR (nerve* w/5 pain*) OR radiculo* OR (nerve* w/5 (imping* OR press*)))
66. (script* w/10 (market* OR sale* OR rep*))
67. w/25 (study OR studies OR trial* OR experiment* OR analys* OR research* OR investigat* OR conduct* OR author* OR scientific OR empirical OR statistic* OR observational OR cohort OR epi*)
68. (suspect* OR fake* OR faking OR stole* OR steal* OR scam* OR “street value” OR (drug* w/5 deal*))
69. (toleran* OR withdraw*)
70. “call note*”
71. w/50 ceiling
72. Chronic
73. danger*
74. dependen*
75. euphori*
76. myth*
77. Painkiller* or pain-killer* or “pain killer” or “pain med” or “pain manag*” or “pain pill*”
78. predispose*
79. risk*
80. safe*
81. stigma*
82. withdrawal
83. “non-cancer” OR “non cancer” or noncancer
84. ((use* OR using OR usage) w/10 (“long term” OR “short term” OR extend* OR “steady state”))
85. legitimate w/10 (pain OR patient* OR medical OR use* OR treatment* OR scien*)

86. opioid* w/5 screen*
87. pain* w/100 (“off label” OR offlabel OR “prior auth*” OR reimburs*” OR disput* OR reject* OR “step therapy” OR indicat* OR first*line OR (not w/5 support*))
88. pseudoaddict* OR (pseudo w/2 addict*) OR “pseudo-addict* OR toler* or depend*”
89. undertreat* w/10 pain
90. “focus group”
91. (“off label” OR offlabel OR “prior auth*” OR reimburs* OR dispute* OR reject* OR “step therapy” OR “first*line”)
92. (core OR high) w/2 prescriber*)
93. Target* w/10 (list or panel or vet* or PCP OR PCPs OR rheumatol* OR neurol* OR nurse* OR RN OR “primary care” OR “pain doctor*” OR “pain specialist*” OR anesthes*)
94. (provider* OR prescriber* OR doctor* OR physician* OR nurse* OR MD*) w/10 (decid* OR choos* OR chos* OR select* OR determin* OR favor* OR prefer*)
95. w/50 (survey OR attitude* OR opinion* OR perception* OR perceive*)
96. w/10 detail* or market* or promot*
97. (whale OR target* or “high volume” or “high prescrib*”) OR (high w/3 prescriber))
98. pill w/2 mill*
99. emergingsolutionsinpain*
100. inthefaceofpain*
101. letstalkpain*
102. painedu*
103. painknowledge*
104. partnersagainstpain*
105. prescriberesponsibly*
106. smartmovessmartchoices*
107. (“867” OR “852” OR “850” OR wholesale* OR inventory* OR sale*) w/20 (data* OR “EDI” OR report* OR trac*OR detail* OR scorecard* OR base*)
108. “chargeback” OR “Charge back” OR “charge-back”
109. (Distribut* OR trad*) w/20 (chain* OR network* OR partner* OR system* OR partner*)
110. (Sale* OR volume OR rebate*) w/20 (promotion OR agree* OR program* OR incentive* OR allowance* OR adjustment* OR discount*)
111. manufacturer w/5 *marketing*
112. (suspicious OR above OR average OR unusual OR irregular OR atypical OR abnormal OR aberrant OR anomalous OR devia* OR notable OR disproportion*) w/50 (order* OR movement* OR volume* OR siz* OR frequen* OR sale* OR demand OR request* OR purchase* OR buy* OR flag* OR alert* OR release* OR pattern* OR trend* OR activit* OR forecast* OR detect* OR exception*)
113. “OI” or (Order w/5 interest)
114. “CSMP” OR “SOM” OR ((monitor* OR identif* OR detect* OR discover* OR track*) w/20 (program* OR system* protocol* OR procedure*))
115. (assign* OR monitor* OR allocat* OR impos* OR confer* OR task* OR diligence OR flag* OR review* OR document* OR existing OR customer*) w/20 (threshold* OR baseline* OR forecast*)
116. diversion OR diver*
117. “KYC” OR “know your customer” OR (diligence w/5 customer)

118. w/ 25 (Cardinal* OR Amerisource* OR McKesson* OR “HD Smith*” OR “H.D. Smith*” OR “Discount Drug*” OR “Prescription supply*” OR CVS OR “HBC” OR “Rite Aid*” OR “Walgreen*” OR “Walmart” OR “Wal-mart”)
119. Valuecentric* OR Valuetrak*
120. Quota or “APQ”
121. “prescriber-identifiable data” OR (prescriber w/5 data)
122. net w/5 disposal
123. utilization w/5 report
124. (asses* or establish* or medical or scientific or research or industrial) w/10 (need)
125. trend* w/5 “net disposal”
126. “projected demand”
127. (“govt affairs” or “government aff*”)
128. Narcan OR Naloxone OR Amitiza OR lubiprostone OR naloxegol OR movantik OR methylnaltrexone OR relistor OR naldemedine OR symproic
129. w/50 (release OR onset OR duration)
130. opiophob* OR downstream OR threshold
131. Oxycontin or OC or O.C. or M30 or “M 30” or “M/30” or “Ms” or “M’s” or Blues or Roxies or Mallies

Marketing Search Terms²

1. w/50 “continuing medical education” OR “medical education” OR CME* OR fund* OR grant* OR sponsor* OR collab* OR research* OR "investigator initiated" OR IIR)
2. w/50 ((patient* w/5 advoca*) OR (peer* w/5 program*) OR speaker* OR bureau* OR advisor* OR symposi*)
3. (“key opinion leader*” OR kol* OR “thought leader*” OR OR program* OR train*)
4. (sponsorship* OR “business plan*” OR campaign* OR dinner* OR lunch* OR honorari* OR incent* OR gift* OR bonus* OR graft* OR brib*)
5. Fanciullo OR Fishman OR Haddox OR Pergolizzi OR Portenoy OR Saper OR Webster or Nalamachu or Yapundich or Schim or Hoffberg or Dore or Fine
6. “Academy of Integrative Pain Management” OR AIPM
7. “Alcohol Drug Abuse Directors” OR NASADAD
8. “Alliance for Patient Access” OR APA
9. “American Academy of Pain Medicine” OR AAPM
10. “American Chronic Pain Association” OR ACPA
11. “American Geriatrics Society” OR AGS
12. “American Osteopathic Association”
13. “American Pain Foundation” OR APF
14. “American Pain Society” OR APS
15. “American Society for Pain Management Nursing” OR ASPMN
16. “American Society of Addiction Medicine” OR ASAM OR ILSAM
17. “Anti-Drug Coalition” OR CADCA
18. “board of pharmacy” OR “boards of pharmacy”
19. “College on Problems of Drug Dependence” OR “CPDD”
20. “Federation of State Medical Boards” OR “FSMB”

² In addition to the search terms and strings listed above, these marketing search terms were also applied to the custodial files of individuals designated as “marketing custodians.”

21. "Healthcare Distribution Alliance" OR "HDA"
22. "Healthcare Distribution Management Association" OR "HDMA"
23. "Joint Commission" OR JCAHO OR JHACO
24. "National Association of Drug Diversion Investigators" OR NADDI
25. "National Initiative on Pain Control" OR NIPC
26. "National Pain Foundation" OR NPF
27. "Pain and Policy Studies Group" OR PPSG
28. "Pain Care Forum" OR PCF
29. "Society of Interventional Pain" OR ASIPP
30. "U.S. Pain Foundation" OR "US Pain Foundation" OR USPF
31. "Will Rowe"
32. "Woodberry Associates"
33. "front group"
34. *Panchal*
35. "American Association for the Treatment of Opioid Dependence" OR AATOD
36. "Physicians for Responsible Opioid Prescribing" OR PROP
37. w/ 25 (media OR magazine OR spread or press)

MDL TRACK ONE INDIVIDUAL CUSTODIANS

National-Level Custodians:

Adams, John	Director of Retail Sales
Becker, Steven	Director, National Accounts, Specialty Generics
Borelli, Victor	Director, National Accounts
Brendel, Diane	Manager, Communication
Buist, Jennifer	Senior Data Analyst, Controlled Substances Compliance
Cardetti (Lundergan), Lisa	Director, National Accounts
Chick, Deanna (Stacy)	VP, Sales
Collier, Ginger	Senior Director of Marketing, Specialty Generics
Davis, Howard	Consultant
Decker, John	Director, Global Scientific Communications
Falcone, Melissa	Product Director, Marketing
Gillies, John	Director of Global Security
Grelle, Ed	Director of Sales Training
Harper, Karen	Senior Manager, Controlled Substances Compliance
Holthaus, Gina	Manager, Medical Advocacy
Jackson, Catherine	Manager, Medical Advocacy
Kalavritinos, Jack	Director of Public Policy, Government Affairs
Kilper, Jeff	Senior Director of Finance
Long, Erika	Senior Director, Government Affairs
Milford, Julie (limited scope)	Manager, Market Research
Morelli, Art	VP, Medical Affairs
Muhlenkamp (Neely), Kate	Associate Product Manager
Naten, Derek	Senior Director, Government Affairs
Neuman, Herb	Chief Medical Officer
New, Bonnie	National Account Manager
O'Neill, Hugh	Senior Vice President and President of U.S. Specialty Pharmaceuticals
Phillips, Lynn	Manager, Medical Relations, Pharmaceuticals
Ratliff, Bill	Chief Security Officer
Rausch, Jim	Customer Service Manager, Finished Goods
Rehkop, Brenda	Customer Service, Dosage Products
Rowley-Kilper, Tiffany	Trade Relations Manager, Contracts Dept.
Saffold, George	Director Global Customer Service
Spaulding, Eileen	Manager, Controlled Substances Compliance
Steffens, Jane	Late Phase Research Manager, Acute Care, Medical Affairs Operations
Stewart, Cathy	Manager, Customer Service
Terifay, Terrence	VP, Marketing
Webb, Kevin	Director of Government Affairs
Wessler, Michael	Product Director, Marketing
Wickline, Ron	VP, Sales
Williams, Jane	VP, President, Retail Sales, Specialty Generics
Young, Jim	VP, Clinical Development

Ohio-Specific Custodians:

Abbey, Mike	District Manager for territories in Ohio
Becker, Kevin	District Manager for territories in Ohio
Cox (Dunford), Erin	Sales Representative for Ohio territory
Dress, Tim	District Manager for territories in Ohio
DuMont, Kirk	District Manager for territories in Ohio
Jolliff, Susan	Sales Representative for Ohio territory
Kern, Gregg	District Manager for territories in Ohio
Sage, Steven	Sales Representative for Ohio territory