

Mallinckrodt Documents – Creating Playbooks, Targeting Prescribers

Key finding: Mallinckrodt produced quarterly playbooks for sales representatives to help them plan their work in their [sales territories](#). “Dashboards” for some of Mallinckrodt’s major brands, Exalgo and Pennsaid, break down information about total prescriptions, prescriptions by strength, prescriptions by payer type (cash, Medicaid, Medicare, commercial), and other metrics.

Each playbook also included a list of clinicians within the territory ranked by their prescribing numbers. In each of the playbooks linked below, the healthcare providers with the highest prescription numbers were later indicted, lost licenses, or otherwise penalized for questionable practices.

Why this is important: Mallinckrodt analyzed its sales data to better target top prescribers of its branded drugs, sometimes visiting those clinicians multiple times per week. This data might also have been used more robustly to identify potentially suspicious orders and problematic healthcare providers.

- [Quarterly playbook, FY2013Q2, Territory 50101-New Hampshire, Stephanie Papakonstantis](#)
 - In 2019 former physician assistant [Christopher Clough](#) was sentenced to 48 months for participating in a kickback scheme in which he prescribed fentanyl spray to patients in violation of federal law.
- [Quarterly playbook, FY2013Q2, Territory 50102-Boston, Dean Boissy](#)
 - [Dr. Fathallah Mashali](#) was sentenced in 2018 to eight years in prison for health care fraud and money laundering.
- [Quarterly playbook, FY2013Q2, Territory 50109-Hartford, James Meade](#)
 - [Heather Alfonso](#), APRN, was sentenced in 2019 to three years of probation for engaging in an Insys kickback scheme related to fentanyl spray prescriptions.
- [Quarterly playbook, FY2013Q2, Territory 50202-Manhattan, Caroline Bickerton](#)
 - [Dr. Ricardo Cruciani](#) was charged in 2021 with the sexual abuse of numerous pain management patients over the course of more than 15 years.
 - [Dr. Todd Schlifstein](#) was sentenced in 2020 to nearly five years in prison for his involvement with the Insys kickback scheme.
- [Quarterly playbook, FY2013Q2, Territory 50302-New Brunswick, Colleen Kerins](#)
 - [Dr. Kenneth Sun](#), who practiced in New Jersey and Pennsylvania, pled guilty in 2020 to participating in an Insys kickback scheme relating to Subsys, a fast-acting fentanyl narcotic.

- [Quarterly playbook, FY2013Q2, Territory 50306-South Jersey, Brian Walsh](#)
 - [Dr. Louis Spagnoletti](#) was barred in 2018 from treating patients and prescribing drugs under a consent order filed with the state Board of Medical Examiners, accused of “indiscriminately” prescribing painkillers.
- [Quarterly playbook, FY2013Q2, Territory 50408-Richmond East, Matthew Brown](#)
 - The Virginia Board of Medicine revoked [Dr. Roger Phillips’](#) license in 2014 due to infractions such as failure to obtain patient records and coordinate care, lack of considering alternative treatments to narcotics, and liberal prescription of narcotics. “Patient A,” who died of hydromorphone toxicity, was central to the case.
- [Quarterly playbook, FY2013Q2, Territory 60607-McAllen Laredo, Adrian Borrego](#)
 - The Texas Medical Board revoked [Dr. Judson Somerville’s](#) medical license in 2017, citing his operation of unlicensed pain management clinics, violation of state law by pre-signing prescription forms, and not meeting the standard of care in treatment of patients with chronic pain.
 - A federal jury convicted [Dr. Jorge Zamora-Quezada](#) in 2020 for his role in a \$325 million health care fraud scheme in which he falsely diagnosed patients with lifelong diseases and treated them with toxic medications on the basis of that false diagnosis.
- [Quarterly playbook, FY2013Q2, Territory 70306-Tucson, Laura Romero](#)
 - [Dr. Sheldon Gingerich](#) reached a settlement in 2021 regarding his involvement in the Insys kickback scheme. In addition, Dr. Gingerich is permanently barred from prescribing controlled substances, taking money from pharmaceutical companies, or keeping compensation received for practicing medicine.
- [Quarterly playbook, FY2013Q3, Territory 60506-Huntsville, AL, Caroline Sassano](#)
 - [Dr. Mark Murphy](#), along with six co-conspirators, was charged in September 2020 with a \$41 million health care fraud, drug distribution, and kickback conspiracy run out of his pain clinic.
- [Quarterly playbook, FY2013Q3, Territory 70108-Memphis, Amy Brenner](#)
 - Dr. Christine Kasser’s license to practice in New York was [temporarily suspended](#) in 2018, when she also was [disciplined](#) by the Tennessee State Department of Health for prescribing large doses of narcotics and other controlled substances without documenting sufficient justification and treatment plans.