

## Mallinckrodt Documents – Developing a Speakers Program

**Key finding:** Mallinckrodt ran a Speakers Bureau dedicated to recruiting, retaining, and rewarding physicians who agreed to introduce the company’s drugs to other physicians and health care practitioners at sponsored speakers events across the nation.

**Why this is important:** Mallinckrodt co-opted influential physicians (“key opinion leaders”) to promote its drugs. Records from the Speakers Bureau document strategies to circumvent conflict-of-interest regulations and blur the line between physician education and company marketing.

### Evidence

**Document Title:** Re: Could have an effect on our efforts in the future ["Educate," Not "Persuade"]

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=txnd0254>

**Date:** 2010-03

**Description:** By 2010, the Covidien Speakers Bureau program had been running for at least two years. In a March 15 email, Kevin Holman from the company’s Medical Affairs division refers to new Senate legislation that would require pharmaceutical companies to disclose payments to doctors in promotional speaking roles. Responding to Holman’s concerns, Vice President for Medical Affairs Operations Art Morelli stresses the importance of “educating” rather than “persuading” doctors regarding best practices and programs.

**Document Title:** Final Speaker Planning Lists for FY11 SB 12-03-10

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=gggy0244>

**Date:** 2010-04

**Description:** This spreadsheet lists approved or prospective promotional speakers for Pennsaid and Exalgo throughout the Northeast, Southeast, Central, and West districts. Included within is each doctor’s contact information, address, their eligibility for promotional speaking, their fulfillment of “script criteria” (clinical experience with prescribing the drug in question), and whether they have signed their speaker’s contract and received training.

**Document Title:** RE: Gift card...FW: Your Total Health Rewards eCertificate

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=ghdd0236>

**Date:** 2011-08

**Description:** Doctors participating in the promotional speaking program were rewarded with online vouchers for “medical educational items” or textbooks from Total Health Rewards. In this email thread, Jennie Wang in the Medical Affairs division lends her help to doctors who complained of difficulties redeeming their vouchers.

**Document Title:** FW: Speaker Program limits for each brand

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=flgc0235>

**Date:** 2011-11

**Description:** This document details some of the planning behind the Speakers Bureau programming. In this email thread, Covidien's Senior Director of Marketing Rod Novak asks Chief Compliance Officer Brian Elsbernd to add more programs allotted to each speaker. Elsbernd disagrees, favoring instead an increase in the number of speakers.

**Document Title:** Re: Steve's Christmas gift! [1H FY13 Speakers Bureau Spend Report]

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=fzbc0241>

**Date:** 2012-11

**Description:** This document details the financial scope of the Speakers Bureau. In an email thread discussing its budget for fiscal year 2013, Mike Kast reminds colleagues that they are “contractually obligated” to complete \$400,000 worth of speaking programs within the first six months of promotion. Kast further notes that with an average program cost of \$5,000, the team would need to complete roughly 80 programs within that time span. Also copied within the thread is Ron Wickline, vice president of sales.

**Document Title:** RE: You're Invited: Mallinckrodt Speaker Bureau and Consulting Opportunities

**OIDA ID:** <https://idl.ucsf.edu/opioids/docs/#id=jfbp0234>

**Date:** 2014-01

**Description:** This email thread contains an example of an invitation for “key opinion leaders” for the Speakers Bureau. Promised benefits for this “select group of physicians” include compensation for training time and presentations as well as travel reimbursements. The invitation here also includes an offer of consulting work with the company, a separate contract from speaking engagements. Although the recipient Dr. Rollin Gallagher had previously been a member of the Speakers Bureau, he had to decline this invitation because he was then the National Director of Pain Management in the Veterans Affairs Department and Editor-in-Chief of *Pain Management*, a publication of the American Academy of Pain Medicine.

### OIDA Identification Numbers for Additional Relevant Documents

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- gkvc0243
- ggny0234
- hsng0251
- glpf0255
- fjcb0241
- ksmk0243
- flpf0255
- hlbv0241
- fxkv0235
- pnvx0241
- ktpg0234
- flgc0235
- kncn0241
- ftdy0241